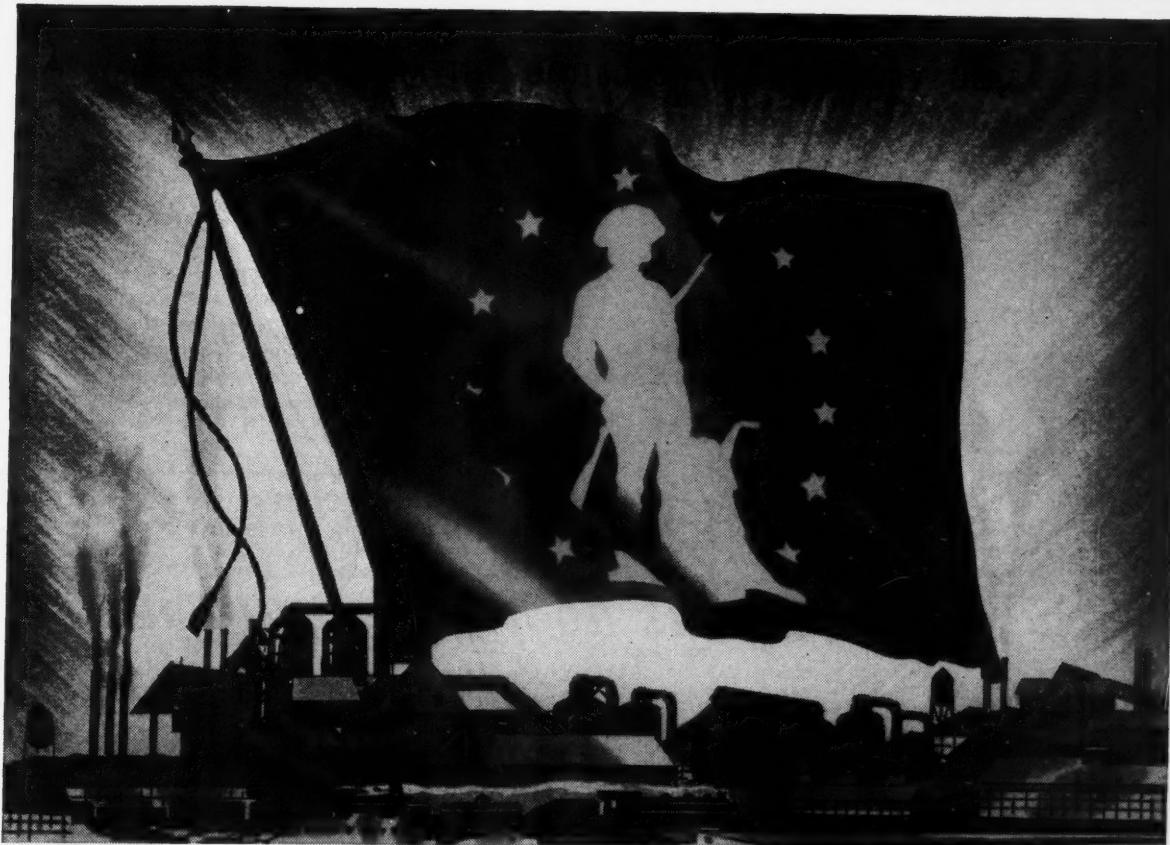


The NATIONAL UNDERWRITER

Life Insurance Edition



Next to the Stars and Stripes . . .

AS PROUD A FLAG AS INDUSTRY CAN FLY

Signifying 90 Percent or More Employee Participation in the Pay-Roll Savings Plan

IT doesn't go into the smoke of battle, but wherever you see this flag you know that it spells Victory for our boys on the fighting fronts. To everyone, it means that the firm which flies it has attained 90 percent or more employee participation in the Pay-Roll Savings Plan . . . that their employees are turning a part of their earnings into tanks and planes and guns *regularly*, every pay day, through the systematic purchase of U. S. War Bonds.

You don't need to be engaged in war production activity to fly this flag. Any patriotic firm can qualify and make a vital contribution to Victory by making the Pay-Roll Savings Plan available to its employees, and by securing 90 percent or more employee participation. Then notify your State Defense Savings Staff Administrator that

you have reached the goal. He will tell you how you may obtain your flag.

If your firm has already installed the Pay-Roll Savings Plan, now is the time to increase your efforts: (1) To secure wider participation and reach the 90-percent goal; (2) to encourage employees to increase their allotments until 10 percent or more of your gross pay roll is subscribed for Bonds. "Token" allotments will not win this war any more than "token" resistance will keep our enemies from our shores, our homes. If your firm has yet to install the Plan, remember, TIME IS SHORT.

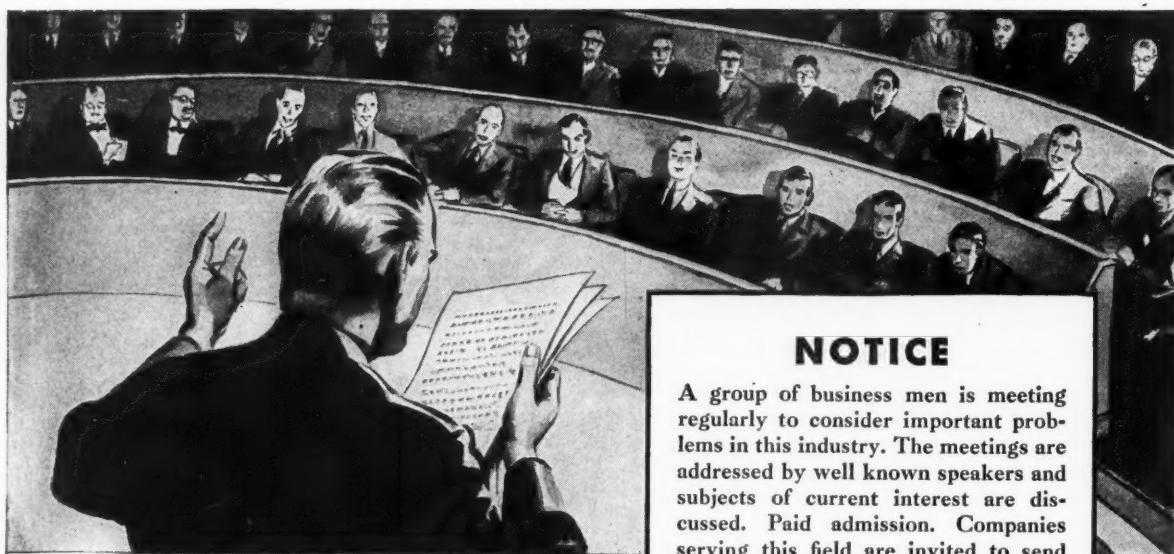
Write or wire for full facts and literature on installing your Pay-Roll Savings Plan now. Address Treasury Department, Section D, 709 12th St., NW, Washington, D. C.

Make Every Pay Day "Bond Day"



U. S. WAR Bonds • Stamps

FRIDAY, MAY 22, 1942



NOTICE

A group of business men is meeting regularly to consider important problems in this industry. The meetings are addressed by well known speakers and subjects of current interest are discussed. Paid admission. Companies serving this field are invited to send representatives to describe their products and services.

Such a notice might well describe the issues of this publication.

Advertisers

... get the facts about this audience

EVERY issue of this publication reaches an influential audience which welcomes news and information about products or services for their business. In these pages you are offered an opportunity to talk to this audience.

If you were going to pay for the privilege of actually talking to an audience about your business, you would want to know all about it. How many people?

What is their occupation and business? Where are they from? How much did they pay to get in? Will it pay you to talk to them?

The answer to these and many other questions would decide the value of the audience to your business.

From an investment standpoint it is just as important that you should know *all* about the people who will see your sales message when you advertise in this or any other business paper.

In order to select the right media, with the assurance that you get what you pay for and that your audience will be receptive to the particular message that you have to tell, base your selection on the verified information to be found in A.B.C. reports.

That is why we belong to the Audit Bureau of Circulations—to give advertisers audited facts and figures about the audience they will talk to when they advertise in these pages.

A. B. C. PROTECTS YOUR ADVERTISING

Paid subscriptions, renewals, evidence of reader interest, are among many facts in A. B. C. reports that are definite guides to effective media selection. When you buy space in A. B. C. publications your advertising is safeguarded by audited circulation. Always ask for A. B. C. reports.



Ask for a copy of our latest A.B.C. report

Member of the Audit Bureau of Circulations

A. B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF CIRCULATION VALUES

The NATIONAL UNDERWRITER

Forty-sixth Year—No. 21

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, MAY 22, 1942

\$3.00 Year, 15 Cents a Copy

Roswell Magill for Premiums Free of Income Tax

Former Treasury Official
Makes Recommendation
at C.L.U. Seminar in N. Y.

NEW YORK—The second annual seminar of the New York C.L.U. chapter on Current Economic and Social Trends was a huge success and held the attention of the record attendance until adjournment. Four outstanding speakers discussed life insurance and the part it plays in the social and economic life of today. The topics were capably handled by John G. Parker, general manager and actuary Imperial Life of Canada, life insurance in total war; Dr. Roswell Magill, professor of law Columbia University, federal tax-



Alvin H. Hansen, professor of political economy at Harvard University was kept answering questions even after he had concluded his talk at the annual C. L. U. seminar in New York. Standing beside him is A. J. Johannsen, general agent Northwestern Mutual Life, Brooklyn, program chairman.

tion trends and life insurance; J. C. Rovensky, assistant coordinator of Inter-American Affairs, relations with South America; and Dr. Alvin H. Hansen, professor of political economy Harvard University, post war problems.

Describing life insurance as the only organized force which has as its purpose compelling people to save rather than to spend, Mr. Parker drew a vivid picture of the part it plays in national life in war time and gave an interesting account of how the Canadian companies had met and conquered their problems. His address was covered in THE NATIONAL UNDERWRITER last week. He said that in Canada last year, the life insurance companies produced 17 percent more new business with a decrease of 25 percent in manpower. This fact resulted from the large enlistment in

(CONTINUED ON PAGE 19)

Purchase Life Insurance Next to Defense Bonds

NEW YORK—Chairman Eccles of the Federal Reserve System's board of governors believes that "next to the purchase of government savings and war bonds and stamps by the public, investment in life insurance is particularly to be encouraged at this time," according to a letter from Mr. Eccles to Senator Danaher, which John M. Laird, vice-president Connecticut General Life, quoted in his presidential address at the annual meeting of the Actuarial Society of America. After stressing the need for an attack on all fronts against inflationary forces and stating that "no form of saving is as timely and effective as the purchase of government savings and war bonds" as a means of financing the war and diverting income from the market place Mr. Eccles' letter continues:

"Insurance companies are large in-

vestors in government securities so that the bulk of savings put into the insurance companies in the form of premiums thus helps in financing the war. Likewise, investment in life insurance serves to divert funds from consumer markets and thus to reduce inflationary pressures. And, of course, insurance is a store of future protection for the beneficiaries of insurance policies. Accordingly, I feel that next to the purchase of government savings and war bonds and stamps by the public, investment in life insurance is particularly to be encouraged at this time."

Unluckily for the many life insurance people who would like to use Mr. Eccles' views to promote the sale of insurance he specified in permitting his letter to be made public that it should not be used for the purpose of inducing individuals to buy life insurance.

Dowell, Johnson, and Lane Advanced

NEW YORK—New York Life has announced the promotion of three agency department men effective June 1.

Dudley Dowell, superintendent of agencies, will become assistant vice-president and will directly assist Vice-president L. Seton Lindsay in handling the agency work.

Raymond C. Johnson, agency director of the Los Angeles branch, will succeed Mr. Dowell as superintendent of agencies at the home office.

John H. Lane of the home office agency department becomes agency assistant.

Mr. Dowell started with the New York Life in 1921 as a clerk at Little Rock. Transferred to Memphis in 1924 he was appointed cashier at Jackson, Miss., a year later. He returned to Little Rock in 1927 as agency organizer.



R. C. Johnson



John H. Lane

Two years later he became agency director of the Montana branch remaining there until 1936 when he went to Seattle as agency director.

In 1940 Mr. Dowell was made super-

visor in the Allegheny department with headquarters at Pittsburgh and the following year was made inspector of agencies of this department, which includes the Columbus, Erie, Harrisburg, Johnstown, Pittsburgh, West Virginia and Youngstown branches. He became superintendent of agencies June 1, 1941. Active in various life insurance organizations, Mr. Dowell headed the Little Rock Life Underwriters Association in 1919, the Butte Life Underwriters Association in 1936, and the Seattle Life Managers & General Agents Association in 1939. He was Montana representative for the Life Presidents Association from 1931 to 1936.

Careers of Johnson, Lane

Mr. Johnson began his New York Life career as an agent in Phoenix, Ariz., immediately after his graduation from the University of Arizona in 1928. In his second year in the field he qualified for the \$200,000 club. He became agency organizer of the Arizona branch in 1929, agency director in 1934, and agency director at Los Angeles in 1939. The Los Angeles branch leads all the company's offices this year in total paid business, excess over allotment, and paid new organization. He is a director of the Los Angeles C. L. U. chapter.

Mr. Lane joined New York Life as a clerk at Winnipeg in 1918. In 1924 he was made cashier there and three years later was transferred to Minneapolis as agency organizer. He was appointed cashier at Duluth in 1927 and in 1932 was called to the home office to assist in agency work.

Travelers General Agents Confer at Home Office

HARTFORD—A business conference of life general agents of Travelers was held at the home office May 18-20. Because of the war emphasis was all on business. The number of general agents attending was restricted to about 31, due to limited hotel facilities available in a war booming city. Social activities of the conference were cut to informal lunches and a dinner Tuesday night at which President L. E. Zacher spoke.

Senator Tydings "On Stand" at Baltimore Rally

Answers Questions at
Sales Congress on
Matters of Moment

BALTIMORE—Nearly 1,000 agents from Maryland and the District of Columbia were on hand for the annual joint sales congress of the Baltimore, District of Columbia and Allegany Branch Life Underwriters Associations which was held here Friday. Six nationally known speakers discussed "Today's Responsibilities and Opportunities."

The congress was opened with impressive ceremony including the presentation of the national and state colors by a color guard of soldiers and sailors, recitation of the pledge of allegiance and the singing of the national anthem.

Isaac S. Kibrick, home office agency assistant of New York Life, gave a stirring address on "Life Insurance in This Changing World."

Insurance Hasn't Changed

It is Mr. Kibrick's contention that life insurance hasn't changed and will not change because the need for it has not changed. All that man wants out of life is a chance to be respected by those people he loves because he has done something for them while he was able during his young, active years. "The business won't change because the main spring of life doesn't change," he said.

Another unchangeable factor is the fact that many can work together to protect the weakness of one.

Commenting on social security, Mr. Kibrick said: "I sell a great deal of life insurance because of social security. To me it is the grandest experiment in the world. I am in the life insurance business and it is my job to build a fence around a man's house and if the man through his government has built a part of the fence, I am just going to add to that fence, I am not going to tear it down."

Senator Tydings on Stand

The second speaker was Senator Millard Tydings of Maryland, who, in his words, put himself on the witness stand for 30 minutes for the answering of questions.

Asked whether there was any danger of the insurance business getting in the hands or the control of the national government, Senator Tydings said he could not answer that question but he did warn that "we ought not to rush into things without a great deal of consideration," adding: "We ought to scrutinize every particular very carefully because once control is given up you will never get it back and you can give up so much" (CONTINUED ON PAGE 10)

Home Life Has Liberal Retirement Plan for Field

NEW YORK—Home Life of New York has made public the details of its retirement plan for agents and general agents. The plan contains several unusual features. It is believed that this is the first retirement plan for a field organization in which the amount of the annuity and the amount of the members' contributions are fixed each year and the balance necessary to provide the annuity established.

Essentially similar to the Home Life retirement plan for its home office employees, the new plan is on a contributory basis, with the greater portion of the cost being assumed by the company. It involves no change in the basic commission schedule. The company assumes the cost of additional death benefits under the plan, all administrative expenses, and the cost of past service up to five years.

The plan provides a life income beginning at 65 equal to 2 percent of the members' previous year's compensation, the amount of the annuity being established on completion of each year of service. Thus, the retirement annuity to begin at 65 is an amount equivalent to 2 percent of the total compensation dating from participation in the plan. For example, an agent who becomes a member of the plan at age 35 and from then until age 65 has average yearly earnings of \$5,000 would receive an annuity at age 65 equal to 30 times \$100 or \$3,000 a year for life. The member's contribution is fixed at 5 percent of his yearly compensation, this amount being payable monthly. The company's contribution is the amount which makes up the difference between the member's contribution and the amount necessary to establish the life income at age 65 equal to 2 percent of his compensation.

General Agents Eligible

General agents are also eligible for retirement benefits. Their annuities are based on all their compensation, from personal production or general agency work and are at half the rate for agents.

The provision for past service bene-

fits provides that annuities equal to 2 percent of the previous five year's compensation are established. Thus, for a man who has been with Home Life since 1937 whose average compensation has been \$5,000 a year, there is already established a life income of \$500 a year beginning at age 65. This is without any contribution on his part.

If a member dies after beginning to receive annuity payments, his family would receive his contributions, less whatever annuity payments had been made him. If death should occur before retirement the company will pay, in addition to the return of his contributions, an additional amount equal to his average annual compensation for the five calendar years preceding the year in which he dies, the maximum benefit so payable being \$2,500. The company assumes the entire cost of this extra death benefit. Regular renewal commissions are payable after age 65 in addition to the retirement annuities provided under the plan.

The retiring member may elect a joint life and survivor annuity for himself and his wife.

Withdrawal Provision Liberal

If a man covered by the plan leaves the company he receives a refund of his contributions if they amount to less than \$200. If they amount to more than this sum he receives the paid up retirement annuity, beginning at age 65, which has been established by the joint contributions of the member and the company, excluding any past service benefits.

While there will be no change in the basic scale of compensation there will be a reduction in the rate of renewal commissions payable in the event that the agent's contract is terminated otherwise than by death prior to retirement. Only full-time field personnel are eligible for participation. Since April 1, when the plan became effective, company officials have been explaining it to the field organization at meetings throughout the country.

Eyes Influence of War on Auditing Procedures

Ralph E. Heitmuller, general comptroller of Acacia Mutual, presented a paper on "The Influence of War Conditions on Auditing Procedures" at the meeting of the Middle Atlantic Actuarial Club in Baltimore. He also discussed auditing procedures in connection with payrolls, mortgage loans, policy loans and cash dividend disbursements.

Miss Helen R. Gibson, assistant actuary for Monumental Life, offered a paper on "Equitable Method of Setting Up Reserves for Disability and Double Indemnity Provisions in Ordinary Policies and for the Loss of Limbs and Eyesight Provision and the Accidental Death Benefit Provision in Industrial Policies." Calvert F. Stein, actuary for Maryland department, and Frank Soyars of Life of Virginia led the discussion.

Edward Sellers of the bureau of old age insurance of the Social Security Board reviewed recent and pending social insurance legislation.

J. Brookes Smith, secretary and actuary of Baltimore Life, reviewed recent changes made by insurance companies in reserve bases, premium rates and surrender values.

The next meeting will be in Richmond, Sept. 18.

Ring at Cleveland Trust Council

Irving T. Ring, general counsel of State Mutual Life, spoke at a luncheon meeting of the Life Insurance Trust Officers Council on "Creation and Conveyance of Estates."

Need Clearer Policy Loan Clause, Attorney States

During the depression and since thousands of policyholders have found themselves in reduced circumstances with little left in the way of assets except their life insurance, John W. French, Chicago attorney, said at a meeting of the Chicago Life Lawyers Club. Loans to continue policies in force and for other purposes were numerous and resulted in increased litigation of the construction of the loan provisions of such policies.

One of the chief sources of litigation has been the meaning of the word "notice" as used in the policy clause referring to avoidance when indebtedness to the company equals or exceeds the cash value. Most policies provide for 31 days grace after such "notice." Questions arising in law suits are: What is meant by "notice"? What constitutes valid "notice"? When or how must it be given—at the time when indebtedness equals the cash value, or 31 days before that time? The question of premium payment enters some of these cases, he said.

Mr. French suggested that since litigation over the notice question under loan provisions is increasing, it might be advisable for companies to redraw this policy clause.

Des Moines Actuaries' Outing

The annual meeting of the Des Moines Actuaries Club Friday will take the form of a golf tournament and banquet in the evening. William Rae, assistant actuary of Bankers Life of Des Moines, is president.

Vesser Is Elected Missouri President

New officers elected by the Missouri Association of Life Underwriters at the annual meeting in Kansas City are: President, Frank Vesser, general agent Reliance Life, St. Louis; first vice-president, W. L. Coonrod, general agent Northwestern National Life, Springfield; second vice-president, W. I. McBride, district manager Equitable Life of Iowa, Columbia.

A war time sales congress was held, sponsored by the state association and the Life Underwriters Association of Kansas City. J. F. Trotter was general chairman.

P. B. Turner, Home Life, president, presided at the state meeting. Wayne Clover was chairman of a general agents and managers conference at which J. A. Witherspoon talked on the national association, of which he is president, and Judd C. Benson, Union Central, Cincinnati, on "The Lady in the Life Insurance Business." His own agency has seven women with total production of $\frac{2}{3}$ million. A. D. Lynn, Scott & Lynn agency, Massachusetts Mutual, led a panel on how business is being sold today. H. A. Hedges, Equitable of Iowa, Kansas City, talked on National Association membership.

Committee reports included that of Jess W. Moore on education, showing 142 replies by schools asking for lectures, of which 83 percent have been given. Lester S. Becker reported on war savings stamps and bonds.

Jefferson City was named for the mid-year fall meeting, on invitation from L. B. Pratt.

Superintendent Scheufler of the Missouri insurance department said that in his opinion the surplus earnings of both individuals and companies should be expended so far as possible in war bonds and in the purchase of good life insurance policies and the right kind of other insurance protection. Agents can do much to discourage any trend toward hysteria in relation to investments and personal financial security in these times, he said. They carry the message of stable financial thinking to millions of citizens throughout the country, and their attitudes and how they express them are vital to national morale.

The Missouri department, he said is making a special study of advertising matter going out through newspapers, periodicals, radio and circularization in the sale of various kinds of insurance. It is less excusable than ever for the public to be misled or beguiled into the purchase of insurance because of improper or trick advertising, he said.

1941 Life Business Is Up Substantially in Illinois

Insurance in force in Illinois at the close of 1941 totaled \$10,120,899,754, according to Insurance Director Jones. Legal reserve life companies had \$10,017,100,473 in force and assessment legal reserve companies \$103,799,281.

Insurance in force increased \$573,363,344, of which legal reserve companies accounted for \$532,945,891. Insurance written gained \$309,807,074, \$270,145,756 for legal reserve companies. Payments of losses aggregated \$95,530,620, up by \$1,644,988. For legal reserve companies total losses were \$94,851,643, up \$1,468,054.

Assets of legal reserve companies doing business in the state were \$31,703,915,415, gain \$1,835,247,770. Illinois companies showed increase in assets of \$22,434,114 for a total of \$332,077,582.

Advertisers of South Measure Today's Market

Women Prospects, Agents Seen as Significant War Time Development

NEW OFFICERS ELECTED

Chairman—Powell Stamper, National Life & Accident.
Vice-chairman—Micou F. Browne, Occidental, N. C.
Secretary—James R. Adams, Liberty National.

By H. J. BURRIDGE

Informal but thorough round table discussions of war time advertising and sales problems featured the 14th annual Southern Round Table of the Life



POWELL STAMPER

Insurance Advertisers Association held last week at Chattanooga, Tenn. In this way the organization went back pretty much to its original plan of having its members talk things over with each other in a free and easy, give and take arrangement and a minimum of set speeches. Wm. Sexton, retiring chairman of the group, Great Southern, presided at most sessions. Bart Leiper, Provident Life & Accident, was in charge of convention arrangements. They both did a bang-up job.

For next year's meeting place Roanoke, Va., was selected.

The first session was devoted entirely to progressive round tables. Small groups were rotated among four chairmen, they being Mr. Sexton; Z. Starr Armstrong, Republic National; Sam E. Miles, Provident Life & Accident, and Ray S. Alexander, Volunteer State. The subjects discussed were "Motivating Today;" "Prospecting and Pre-Approach in Today's Market;" "Sales Presentation Materials," and "Company Publications."

Several Definite Conclusions

Out of the discussions came several very definite conclusions. The first was that too many agents are neglecting or underestimating the social security approach. L. B. Hendershot, Berkshire, said that because of a particularly complete social security set-up, 25 percent of the 1942 business of the Berkshire will be sold through the use of a social security presentation. But several other

(CONTINUED ON PAGE 11)

May 22, 1942

N. Y. State Body Holds Successful Rally at Buffalo

Gettins Continues as President—Sales Congress Offers Much Talent

BUFFALO—Edward R. Gettins, general agent Northwestern Mutual Life, Albany, was reelected president of the New York State Life Underwriters Association at the annual meeting here. Mr. Gettins, who was elected vice-president a year ago, moved up to the presidency Jan. 1 when the president, Warren Smith, manager New York Life, Buffalo, was transferred to the home office.

Philip Chase, Northwestern Mutual, Syracuse, was elected vice-president and J. Stinson Scott, general agent Provident Mutual, Rochester, was named secretary-treasurer.

Endorse Wertimer for Trustee

By unanimous vote the state association endorsed the candidacy of Sidney Wertimer, manager Prudential, Buffalo, and former association president, for trustee of the National Association of Life Underwriters. The resolution was introduced by Frank Wenner, general agent Connecticut Mutual, Utica.

Mr. Wenner also reported as chairman of the special committee appointed at the suggestion of the New York Insurance department to consider the problem of examining new agents, a prerequisite for licensing since Jan. 1, 1941. He said that because of civil service requirements there are still not enough department examiners to grade all the examination papers and that the work is still being done by life company home office personnel. The department has been extremely cooperative in expediting the handling of examinations, and reporting the results, he said.

C. D. Connell, general agent Provident Mutual, New York City, acting chairman of the general committee, reported on the legislative session which recently ended and discussed the prospects for next year.

Representatives of all 17 local associations were on hand and gave their reports.

As has come to be the custom the meeting ended with the president calling on the association's honorary president, Julian S. Myrick. It was the first meeting at which Mr. Myrick appeared as an officer of his company, Mutual Life.

Sales Congress Features

Claude C. Jones, Connecticut Mutual, introduced Mr. Gettins as permanent chairman at the opening of the congress.

Charles J. Zimmerman of Chicago, general agent of Connecticut Mutual Life, in his address declared that, "life insurance is making an important contribution to the national economy in these times of stress" because "payment of premiums siphons off excess purchasing power which tends to accelerate the spiral of inflation."

Though speaking on salesmanship in general rather than life insurance selling, W. G. Power of Chevrolet Motor Company gave the audience plenty of common sense pointers along with an act that was as energetic as an Olson and Johnson show. Illustrating the thesis that there should be no alibis, he put three of the men on the platform into a contest driving nails into a timber. Claude Jones, general agent Connecticut

(CONTINUED ON LAST PAGE)

Observations on Effect of War in Canada

J. G. Parker, general manager and actuary of the Imperial Life of Toronto, in speaking before the C. L. U. seminar in New York City last week made some observations on the effect of the war on insurance in Canada. He cited the tremendous increase in the rate of income tax and said at first it seemed a terrific blow to the sale of new life insurance. Yet a year has passed during which the new taxes have existed and in that time the Imperial Life has sold 17 percent more insurance than in 1940. This increase, he said, is more than being maintained during the first five months of 1942. He said that he did not believe the United States agents need have any fear of dire effects if the proposed new taxes go into effect.

Rationing of Gasoline

Mr. Parker said that a problem which is acute at the present time, the import of which has not yet been realized or solution achieved is that of rationing of gasoline and the certainty that tires which wear out cannot be replaced. He said that it is certain that many of the agents would be limited in the distances which they can travel during this year. At the present time, one is allowed five gallons per unit and this may be cut at any moment to three or even as low as two.

Mr. Parker said that his own company has endeavored to impress upon its agents the need for change in their method of work. It has given them the following practical rules:

1. They must have more names than heretofore in their prospect files.
2. They must eliminate names of residents of outlying districts and get more names in a limited area.
3. They must carefully zone all

names and all calls. This is as important in the city as in the country.

4. They must make appointments in specific areas on definite days rather than accepting appointments on any day given by the applicant. This is particularly necessary in country work.

5. They must endeavor to make more appointments and must be trained in the use of the telephone in making such appointments. Suggestions have been made as to various telephone approaches in order to secure appointments.

Control of Wages and Salaries

The speaker stated that within the last few months there have been put into force in Canada orders-in-council controlling wages and salaries, there being two, one governing wages of those who have the rank of foreman or below, and a second order governing salaried officials. The war labor board has tentatively ruled that men who are not under contract of service and over whom the employer has not full control of the manner and time in which the service is performed is not covered by the war order. The insurance companies, however, he said, are endeavoring in every way possible to live up to the spirit of the order.

Decrease in Number of Agents

Mr. Parker explained that one of the features that has contributed largely to the increase in amount of life insurance sold during the past year has been the gradual elimination of competitive products such as automobiles, pianos, refrigerators and all metal products. Life insurance, therefore, has not had the competition which has always been most serious, that is, the purchase of articles

(CONTINUED ON LAST PAGE)

Security Program for Agents Adopted by N. E. Mutual

Homecoming Held at New Home Office in Boston

BOSTON—A three-point program for field men's security has been adopted by New England Mutual Life, President George Willard Smith announced here to 600 leading agents at the homecom-



GEORGE WILLARD SMITH

ing meeting, marking the completion of the new home office building.

Designed to provide life-long compensation for the career life underwriter who sells his business properly and gives conscientious long-range service, the new program consists of an optional compensation contract, a contributory retirement plan, and a past service award, effective July 1.

The new security program, Mr. Smith explained, recognizes the need for a balanced compensation geared to career service. "In working out these plans, we have constantly borne in mind the advantages to the fieldman of his status as an independent contractor, and the desirability of causing the minimum of conflict with present commission contracts."

New Compensation Contract

Chief feature of the new optional compensation contract is its addition of a continuous service fee throughout the premium-paying life of the policy after the renewal period. It will provide the same first commissions as all other New England Mutual contracts. This is 50 percent for ordinary life, scaled for various policy forms and durations. There are four renewals on the same basis as the present agent's contract, and these are vested for a reasonable annual production. Thereafter, a persistency allowance of the same percentage, predicated on the fact that the agent continues to qualify under the terms of his contract, will be paid for four additional years, making a total of eight as compared with nine renewals under the present agent's contract. Under the new contract, the ninth renewal becomes a 2 percent persistency allowance, and this 2 percent allowance then continues during the full remaining premium-paying lifetime of the policy.

(CONTINUED ON PAGE 8)

NOW IT MATURES

Our General Agent at Denver writes: "Just 20 years ago, Fred sold a teacher \$3,000 of 20 Year Endowment. The teacher married and now has two daughters, age 11 and 15. Total deposits over the 20 years are \$2,977.80. The Company now writes a check for \$3,850, including dividends.

"During the 20 years, the Company stood ready to pay \$3,000 in the event of death. No loan was made but during the period an increasing backlog was available for use in emergency. All this, and we are now ready to repay every cent of deposit for saving plus a profit of \$872.20.

"The teacher need not accept the check. The money may be left at interest and may be used as needed to educate the daughters. She has the opportunity of converting to an annuity under one of the old options on a substantially more favorable basis than income can be purchased in these days. It is not surprising that Fred was invited in to insure the lives of the daughters.

"How about inflation? This contract was good during all those years when wheat ranged from scarcity and high price to an abundance and cheapness. During the 20 years pork has been high, then cheap, and high again. During inflation, during deflation, from the first day of issue, this contract has been a bargain."

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Socialization of Disability Is Seen in the Offing

Insurance Section of Illinois Chamber of Commerce Takes Action

At the meeting of the insurance division of the Illinois chamber of commerce, L. D. Cavanaugh, president of the Federal Life and chairman of this division, presided.

The meeting was well attended and all branches of insurance were well represented. It was evident from the discussions and comments that the institution of insurance is taking a very active and important part in all types of war activities.

It was pointed out that insurance companies are heavy investors in government bonds; that life underwriters organizations are very active and are producing splendid results in the sale of war bonds; that salesmen and home office employes are not only setting a good example in the purchase of war bonds, but are doing fine work in various types of war and defense activities.

There was considerable discussion relative to governmental trends to extend the social security act so as to include disability benefits of all kinds, with the resultant increase in social security taxes.

Broadening of Social Security Act

It was suggested that disability and hospitalization benefits undoubtedly would be included in any bill that may be introduced to amend the social security act, and that the benefits would not be started until a year or more after such amendment to the law might be enacted.

One speaker pointed out that such broadening of the social security act might mean the socialization of most types and branches of insurance. It was suggested that the greatest duty at the present time is to back up the country's needs for winning the war, and that it would be unfortunate for the citizenry if any governmental agencies failed to dissociate activities of this kind from the needs of the country in winning the war.

The opinion was expressed that extension of the social security act undoubtedly would lead, in addition, to socialization of insurance, to the socialization of medicine, government doctors, surgeons, etc.

Should Inform Policyholders

Emphasis was placed on the fact that so far as insurance is concerned, it is the policyholders that are most keenly interested, and that ways and means should be found to inform the public as to the significance of any broadening of the social security law with the necessary increase in social security taxation.

It was pointed out that if the social security act were broadened so as to provide social health insurance and hospitalization benefits, some types of insurance now issued by private companies probably would be entirely eliminated and other types seriously curtailed.

The chairman was directed to appoint a committee to act in behalf of all insurance interests of the Illinois chamber in guiding and directing any proposed legislation insofar as possible along lines that would properly serve and protect the interests of the public.

Consideration was also given to the rapidly reducing forces of all insurance organizations due to the increasing number of men going into military life both

Advertisers Plan Full Annual Card

Meeting in Chicago Sept. 14-16 Will Be Unabridged

A full scale, unabridged meeting of the Life Insurance Advertisers Association will be held at the Edgewater Beach Hotel in Chicago Sept. 14-16 when the members of the organization gather there for their annual convention. The decision to proceed with the regular type of annual gathering was reached at an executive committee meeting of the L. A. A. held at Chattanooga, Tenn., last week with A. Scott Anderson, Equitable of Iowa, L. A. A.'s



A. SCOTT ANDERSON

president, presiding. All of the officers of the association and every member of the executive committee except one, Victor I. Cowie, Great-West, were on hand.

Veto Abbreviated Session

A few weeks ago, there had been some talk of cutting the annual meeting down to one or two days, or possibly abandoning it. Any such ideas were voted down unanimously at the executive committee meeting in Chattanooga. It was argued that it is important to maintain agency morale in wartime, and that the material to be developed by the advertising managers of life companies can be a definite influence in morale building. At the coming annual meeting, this will be the chief topic of discussion. Ways and means of doing the job in the most effective manner will be exchanged.

Russell B. Reynolds, American Mutual, Ia., will be chairman of the annual convention committee, and in charge of arrangements. Serving with him will be Larry J. Evans, Northwestern Mutual; Harry V. Wade, Standard Life, Ind.; Alan J. Kennedy, Northwestern National and R. S. Walstrom, Continental Assurance. Three days of business sessions for the annual meeting were decided on, with no daytime entertainment or sight-seeing.

Jack R. Morris, Business Men's Assurance, reported as secretary.

The Life Advertisers Association now has 138 company and 236 individual members, Mr. Morris said. In recent weeks the Union Labor Life, Kentucky Central Life & Accident, and Postal Life have joined the organization.

by enlistment and through the selective service act. It was recommended that proper steps be taken to emphasize to the insurance department officials of all of the states the importance and the need

Group Soars But Total Sales Are Off 5.5% in April

NEW YORK—Despite the 144.3 percent increase in group sales in April, total life insurance paid business fell off 5.5 percent for the month with ordinary showing a decline of 22 percent and industrial off 5.7 percent, according to the Life Presidents Association. Total sales for the year are still ahead 16.8 percent.

The 39 reporting companies totaled \$625,083,000 in April compared to \$661,627,000 a year ago. Ordinary sales were \$361,238,000 in 1942 and \$463,069,000 in 1941, industrial \$139,022,000 and \$147,462,000 respectively, while group shot up from \$51,096,000 to \$124,823,000 in 1942.

For the first four months, the new business was \$2,883,544,000 against \$2,468,625,000. New ordinary amounted to \$2,035,519,000 compared to \$1,738,170,000, 17.1 percent increase. Industrial totaled \$526,069,000 against \$559,064,000, a 5.9 percent decrease, while group was \$321,956,000 against \$171,391,000, 87.8 percent gain.

RESEARCH BUREAU FIGURES

HARTFORD—Ordinary sales in April dropped off 23 percent totaling \$462,761,000, according to the Sales Research Bureau. Sales for the first four months total \$2,650,996,000, a gain of 18 percent. Every section experienced a decline in April, the Pacific coast states faring best with a 9 percent drop. New England, east north central, west north central and east south central states were above average. Los Angeles sales were off only 3 percent but the other large cities were off 12 percent or more. City sales follow:

	April	to Date
Boston	-26%	+19%
Chicago	-32	+10
Cleveland	-23	+10
Detroit	-12	+10
Los Angeles	3	+34
New York	-26	+26
Philadelphia	-31	+12
St. Louis	-20	+28

J. B. Maclean Heads Actuarial Society of America

New Mortality Table, Supplementing Commissioners' Proposal, Is Presented

NEW YORK—Joseph B. Maclean, vice-president and actuary of Mutual Life, was elected president of the Actuarial Society of America, succeeding John M. Laird, vice-president of Con-



JOSEPH B. MACLEAN

nnecticut General Life, at the annual meeting here.

Mr. Maclean is one of the country's leading actuaries and author of one of the most widely used textbooks on life insurance. Scottish born and Scottish trained, he came to the United States in 1911, joining the actuarial staff of Mutual Life. He was one of the few men to achieve the triple distinction of fellowship in the Faculty of Actuaries of London, Institute of Actuaries of London and Actuarial Society of America by the age of 25. He later also became a fellow of the American Institute of Actuaries.

Served in British Army

On the outbreak of the last war, Mr. Maclean returned to England and joined the famous Cameronians regiment. He served throughout the war, was awarded the Military Cross, was personally decorated by the Prince of Wales and was a captain at the end of the war. His son, Hugh N. Maclean, a Princeton graduate, is now an officer in the Canadian army.

In 1919, Mr. Maclean returned to Mutual Life, becoming assistant actuary in 1920, associate actuary in 1929 and vice-president and actuary last year. He has been a frequent contributor of studies and papers at Actuarial Society meetings and has been successively secretary, vice-president and now president of the society.

New Mortality Table Offered

Other officers elected are: Vice-presidents, E. W. Marshall, vice-president Provident Mutual Life, and H. R. Bassford, actuary of the Metropolitan Life; secretary, Wilmer A. Jenkins, actuary Teachers Insurance & Annuity; treasurer, Oliver W. Perrin, associate actuary, Penn Mutual Life, and editor, John R. Larus, vice-president Phoenix Mutual Life.

A mortality table designed to supplement the table brought out by the National Association of Insurance Commis-

sioners was introduced in a paper delivered by John H. Miller, vice-president and actuary of Monarch Life of Springfield. The new table contains mortality rates for the first five years of a policy's existence which had been omitted from the commissioners' table.

Mr. Miller's figures emphasized the familiar fact that the past 15 years have witnessed not only a decided improvement in general nation-wide mortality but an increased improvement in the ability of the insurance companies to select risks. Both of these factors, he pointed out, have contributed to the recent low mortality rates experienced by the companies.

Griffin on War Clauses

Frank L. Griffin, Jr., assistant mathematician of Prudential, in a paper dealing with war exclusion clauses, said: "The catastrophic hazards of war are so unpredictable both as to frequency and severity that it is impractical, if not impossible, to provide for them in life insurance premiums."

Therefore, "in placing some limitations on the war risk, a company must decide several fundamental questions: (1) The risks intended to be excluded from full coverage must be determined; (2) the most satisfactory means of effecting the desired exclusion must be decided (i.e., whether coverage is to be determined by status at time of death, by cause of death, or by a combination of both); and (3) a reasonable benefit must be provided in the case of deaths excluded from full coverage by the clause."

Mr. Griffin demonstrated that, although in event of a war death under the so-called "results" clause, it is correct to pay the reserve under the policy, under the so-called "status" clause, the return of premiums with interest constitutes a suitable limited benefit in event of a war death.

"Status" and "Results" Clauses

Both by theoretical reasoning and by typical examples, he showed that for a "status" clause return of premiums with interest "would probably be safe for the first five or ten years, if there were no deferred extra mortality arising from the war."

"Residual war mortality," he said, "is a definite factor to be taken into account in appraising the theoretical aspects of a limited benefit under an exclusion clause."

The question of a proper benefit for a status clause is one of those interesting theoretical problems which admits of no simple solution in practice. This condition arises whenever we deal with a risk about which few details are known. Probably the most satisfactory solution is the use of a benefit which can be easily understood by the policyholder, provided that it will involve the company in no great loss and that it will satisfy state requirements."

He explained that a typical "results" clause is one which limits liability for deaths resulting from an act of war, while a typical "status" clause is one which limits liability in respect to deaths caused by any means conforming to a given status, such as "military or naval service outside of the continental United States or the Dominion of Canada in the forces of a nation at war."

Bill Filed to Exempt Proceeds

A bill to exempt proceeds of life, accident and health policies, including fraternal and cooperative, from all liability for insured's debts, except for a pledge of the policy or rights assigned, and from any debts of the widow or heirs, was filed in the house of the Louisiana legislature. The bill amends existing law.

Fidelity Mutual Certificate

Fidelity Mutual has on display in its lobby a certificate from the Treasury Department testifying that more than 90 percent of its head office employees are subscribers to war bonds under the salary deduction plan.

Chicago Revamps Setup for War Bond Sales

The Chicago Association of Life Underwriters is completely revising its setup of teams in preparation for the second war bond sales campaign. The new campaign will be to increase present payroll deductions to a minimum of 10 per cent of payroll and install new plans in all companies which do not now have them. It is estimated more than 11,000 firms will be visited by July 11 in order to forestall a payroll tax.

E. R. Seese and George Huth, co-chairmen, and President W. N. Hiller at a meeting said team captains and workers will be expected to give at least one day a week to the work.

Will Have 75 Teams

The number of teams will be increased from 32 to 75, and teams will include persons from other industries such as investment bankers and brokers association. Plants which have installed salary allotment plans will be serviced regularly to see that new employees are signed up and pledges equal at least 10 percent of payrolls.

W. M. Houze, general agent John Hancock, was appointed chairman of the nominating committee of the Chi-

cago association by President W. N. Hiller. The annual election will be held June 16.

J. G. Gallaher, deputy administrator of the Treasury for sale of war stamps, will address the Group Supervisors Division at a meeting May 25. George Brophy, Metropolitan, will preside.

The Women's Division May 28 will hear Mrs. John Alden Carpenter talk on "Women's Place in War Work." George Huth, co-chairman of the Chicago association war bond drive, also will speak. W. N. Hiller, association president, will be a guest. Miss E. D. Jones will tell of the work cashiers are doing to organize workers to sell stamps in movie theatres. Mrs. Jeannette Thielens Phillips, Massachusetts Mutual, is chair-

National Progressive Life Sale Plans Postponed

LINCOLN, NEB.—At the request of a group of Omaha men who represented that they desired time to prepare a bid, disposition of National Progressive Life of Omaha has been postponed until May 23. Guardian National Life of Lincoln has offered to reinsure the business, with a 100 percent lien. Assets are given a low valuation by the department.

Chicago Chapter to Elect

Vance L. Bushnell, vice-president of Equitable Society, will address the annual meeting of the Chicago Chapter of C.L.U., June 2. R. D. Hinkle, president, will preside. Committees will report and the election of new officers will be held. Guests will include candidates studying for the C.L.U. designation.

Norton Ives, associate general agent State Mutual Life, Detroit, will be married to Jane Raymond Cain, daughter of the late C. L. Raymond, for many years head of Raymond & Raymond and past president of the Detroit Association of Insurance Agents and Michigan Association of Insurance Agents, May 27.

"So This Is My Social Security Picture?"



Yes, and presented with no chance for misunderstanding. With it the LNL agent has the opportunity of showing his prospect the effect of the present Social Security laws on the prospect himself, the prospect's family

—single or married, with or without children —all this plus a recap of how his present Life Insurance fits in. "Your Social Security Picture" is another up-to-the-minute LNL sales aid.

THE LINCOLN NATIONAL LIFE

INSURANCE



COMPANY

Fort Wayne

Indiana

Geared To Help Its Fieldmen

Tantalizing Opportunity Seen Production Executives Ponder Taking Short Cut to War Market

A good many production men these days are being tantalized by the fact that a great deal of business could undoubtedly be obtained in rather short order by appointing as agents persons engaged in war industries. The ordinary agency force has not begun to penetrate the field of highly paid war industry workers to any extent and yet it is a field that does seem to offer abundant opportunities. These prospects are far from the usual path that is trod by the ordinary agent and to search him out and do business with him requires a major adjustment in the agent's work. Moreover many ordinary agents feel that the war industry worker comprises a really foreign market to them.

A good many life insurance agents have gone into war industries but have retained their agents' licenses and have written considerable business among their fellow workers. The National Association of Life Underwriters at its mid-year meeting discussed this issue at length but was unable to arrive at any satisfactory decision as to what its position should be. There was the fear that any sort of a resolution that might be adopted might be construed somehow as unpatriotic.

Some general agents and managers have had to make some difficult decisions. If they should cancel the license of an agent going into a war industry they are virtually certain that he can take his business somewhere else and it is the sort of business that the general agent might be unable to get in any other way.

There is then, first, the question of whether to retain under contract an agent who goes into a war industry and then there is the question of whether to appoint as an agent a man who has not been in the business and is busy on the war production line. Probably some such appointments have already been made but it is believed that no major company has definitely decided to give the go ahead signal on such a program. But it is certainly possible that is running through the minds of those that are charged with production responsibility.

Agency Forces Depleted

The agency forces are being depleted by calls to military service as well as by agents leaving to go into war production work and the normal sources of replenishment are drying up except for salesmen and others that have been thrown out of employment by priorities and other war time restrictions. The principal deterrent in going after the war industry worker in bold fashion is undoubtedly a sincere desire not to destroy the progress that has been made in the past few years in the way of eliminating the part timer and the unfit agent. That is a program that is now wholeheartedly endorsed and pretty religiously adhered to by those that have the best interests of the business at heart. But there is the consideration that here is an enormous potential market for life insurance that is not being tapped; here are hundreds of thousands of workers that have a golden opportunity to build an insurance estate and who in the interest of the national welfare should be putting their excess earnings into savings rather than into consumer goods. The ordinary worker in a war industry is probably on the job on an average of only eight hours a day and could easily devote two or three hours a day to soliciting insurance if he were so inclined.

He is already inside the plant and can easily get an acquaintance with his fellow workers. There is the secondary consideration that a good many of these workers might show an aptitude for in-

Postpone Benefits If U. S. Disability Scheme Is Set Up

NEW YORK—"If federally administered temporary disability becomes established, it is still probable that we will arrange for a postponement of benefit payments to a date somewhat in the future," W. R. Williamson, actuarial consultant of the Social Security Board, declared in a paper before the annual meeting here of the Actuarial Society of America.

By doing so, he said, advantage would be taken of the "lessons taught us by privately administered disability insurance."

Mr. Williamson examined the experience of life insurance companies in disability insurance and pointed to the "tendency of claim rates to advance when favorable selection is thoroughly exercised. During the first two or three years following the issuance of a policy, extremely low claim rates developed. During the early years many an executive liberalized the claim treatment under the contracts. Moreover, legal decisions were made by state courts further liberalizing the treatment.

"The history of the disability coverage is, to a considerable extent, the story of the effect of thorough initial selection, of inability to extrapolate from the early experience to the experience which is in store.

"In unemployment compensation we have an equally delicate situation. In the laws established in state after state, it was decided that for two calendar years there should be no benefits paid. It seemed essential to build up a sufficient fund from which to pay grants to insured lives. Somewhat after the depth of the depression the unemployment compensation program was established and provided that a specified amount of taxable employment was a necessary precedent to the availability of benefits.

"So for two years there were no claims. Then there were successive periods: (1) An increasing activity for labor (2) the drastic recession of 1938, and (3) the gradual growth of labor opportunities thereafter. There has been the striking combination of circumstances such that the claims outgo is so small as to make the current tax rates seem tremendously redundant. Therefore, there is a steady demand on the one hand for a marked advance in benefit payment and on the other for a drastic reduction in tax rate."

Mr. Williamson said the federal coverage for old age and survivors insurance has experienced selection to a marked degree resulting from the elimination in the early years of classes on which the claims rates will be high. As these and other restrictions lose effect he foresees an increase in claims such as takes place in ordinary insurance at the lower ages and in permanent total disability insurance during the early years of exposure. "The factors affecting costs in old age and survivors insurance are more diverse, more difficult to judge than the factors we have listed in relation to life insurance in relation to sickness and in relation to employment," he said.

Insurance work and decide to enter the business on a full time basis after the war.

The danger is certainly recognized that if such a movement develops it might prove a real menace to the agency system. If the bars were left down and competition ran rife general agents and companies might find themselves in a race to make appointments within war plants and there would be a small army of bird dogs about.

Kirk Cup Essay Contest On

The Equitable Life of Iowa is conducting its annual Kirk Memorial cup essay contest. The subject this year is "The Life Underwriter Girds for War."

Fete Morton on 30th Year as St. Louis General Agent



STRATFORD LEE MORTON

ST. LOUIS—The 30th anniversary of Stratford Lee Morton as St. Louis general agent and the 94th anniversary of the founding of the agency here were celebrated by Connecticut Mutual Life with James Lee Loomis, president, and Harold N. Chandler, vice-president, representing the home office.

Mr. Morton has been general agent for eastern Missouri and southern Illinois since 1912. The St. Louis agency was founded in 1848—the first life insurance agency in the city, by Henry Stagg and Daniel Thatcher.

In May, 1908 when Mr. Morton was 20 years old he answered an advertisement for "two energetic and ambitious solicitors" in the St. Louis office. Less than four years later he was named general agent. Mr. Morton has served longer than has any other general agent in St. Louis and he ranks fourth in point of service among Connecticut Mutual's 77 general agents. He was the first general agent elected to the Connecticut Mutual's advisory board of general agents who meet with officers twice a year at Hartford.

In 1910 and 1911, before becoming general agent, Mr. Morton led the entire agency force in paid lives and paid volume, and was the first Connecticut Mutual agent to pay for more than \$1,000,000 in any one year. In 1923 his personal total was \$1,743,000 and in 1935 he led the company with \$1,300,000. In 1938 his full time organization ranked first in business paid from full time organization, ranking second only to the Fraser Agency in New York which included brokerage in total volume. On Dec. 5, 1938 he produced in excess of \$1,000,000 in one day.

Fourteen men who have started in the Morton & Morton agency are now general agents or home office officials of the Connecticut Mutual or other companies.

Nine of Mr. Morton's present agency organization are now in the armed forces, one major, one captain, five lieutenants and two privates.

Mr. Morton is a past president of the General Agents & Managers Association and is president of the St. Louis Academy of Science and vice-president of the St. Louis Better Business Bureau. He is a C.L.U.

The anniversary was celebrated at a dinner with members of the St. Louis agency and their wives attending.

New York Life Fargo Rally

New York Life agents in North Dakota and western Minnesota attended an educational meeting in Fargo, N. D. Principal speakers were Charles O'Connell from the home office and R. E. Peters of Minneapolis, inspector of agencies.

Pa. Insurance Days Program Outline Is Presented

The pattern for the program of the Pennsylvania Insurance Days gathering in Pittsburgh, June 10-11 has now been determined. The opening feature will be a luncheon June 10 at which a speaker of national prominence will be heard. During the afternoon the program will continue with speakers on war conditions and their effect on insurance. That evening the Insurance Federation of Pennsylvania will hold a business meeting, for discussion of legislation, election of officers and outlining a program for next year.

On the morning of June 11 there will be general sessions covering the work of casualty, life and fire business in the war effort and that afternoon there will be group sessions for life, fire and casualty interests. That evening there will be a banquet with a nationally known speaker, and a dance.

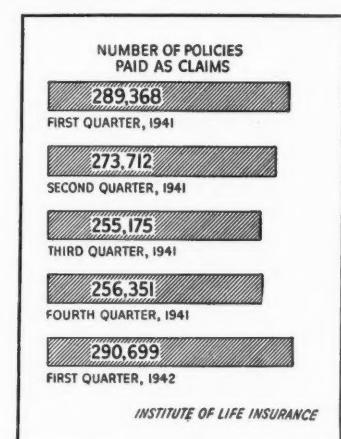
J. N. Jamison, executive vice-president of Reliance Life, is president of the federation. H. S. Bepler is chairman of the general committee for the convention and W. M. Guthrie is assistant chairman. Head of the banquet committee is J. J. O'Donnell; finance, R. C. Kneil; hotel and reservations, R. F. Miller; opening lunch committee, W. K. Estep; reception, John M. Thomas; registration, Sherman Campbell; publicity, Robert Wood; program, Charles H. Bokman; promotion and ticket, E. E. Gangewere.

Homer W. Teamer, secretary of the Federation, is secretary of the general committee.

Recruiting Indianapolis Topic

At the monthly meeting of the General Agents & Managers Association of Indianapolis the present critical recruiting problems were discussed. Production staffs are being cut into by the draft and the best available material for replacements is subject to the same drain. G. R. Douglass, Mutual Life of New York, is president.

New Record in Number of Payments to Beneficiaries



The number of life insurance claim payments to beneficiaries in the first quarter of 1942 totalled 290,699, the largest number of policy claims in any quarter since 1940. The total was slightly over the figure for the same period of 1941 and 13 percent above the total for the last quarter of 1941.

These payments were under ordinary, group and industrial policies as follows:

1941	Ordinary	Group	Indust.
1st quarter.....	73,869	16,528	198,971
2nd quarter.....	72,865	16,584	184,263
3rd quarter.....	69,149	15,719	170,307
4th quarter.....	67,073	18,337	170,941
1942			
1st quarter.....	74,356	18,669	197,674

Employees on Leave from South America Prospects

SAN FRANCISCO—Executives and employees of firms operating in South America who make periodic visits to their homes in the United States are excellent prospects for life insurance, Mrs. Gertrude Forsythe of Aetna Life said at a luncheon meeting of the women's committee of the San Francisco Life Underwriters Association. She has just returned from a nine months' trip to South America, and said her observation was that all of these people waited until they returned to "the states" to purchase their life insurance. She advised the contacting of employers of these South American representatives to find when they would be enjoying their leave in this country.

E. D. Antonini of the United States employment service discussed women entering war industries as prospects. Mrs. Katherine Noble, formerly with Penn Mutual in San Francisco, spoke briefly on "Making Your Business a Game." Mrs. Stella Gibbs, California-Western States Life, presided.

Forker Addresses Adjusters

LOS ANGELES—Floyd W. Forker, manager of sales promotion of Pacific Mutual Life, spoke on "Civilian Adjustment to War Time Economy" before the Casualty Insurance Adjusters Association of Southern California.

Insurance today stands in the middle of collectivism, he said, and it is up to the insurance people to give consideration to the question of whether the government is going too far in the present war time economy. By continuing seriously to consider the situation, people can help protect the country from the idiosyncrasies of its leadership. While there is considerable confusion as to the future, there should not exist a lack of confidence because this has no place in a war economy, he said.

F. O. Haefener of Zurich and Robert J. Carney, St. Paul Mercury-Indemnity were elected to membership at the meeting.

High Mark in War Bond Purchase

Connecticut General Life finds that 99.6 percent of its 828 home office employees have authorized salary deduction for the regular purchase of war bonds. This establishes a new high in Connecticut for insurance company home office employees, according to Thos. F. Smith, state administrator of the war savings staff.

P. L. Corbin With Aetna Life

P. L. Corbin, who recently resigned as agency director for New York Life in Denver, has joined J. Stanley Edwards as agency supervisor of the Rocky Mountain agency of Aetna Life at Denver. He has had an outstanding insurance career in Colorado for the past 21 years. He is a graduate of Ohio Wesleyan University; started his insurance work with New York Life at Boulder, Colo., later was appointed agency organizer, and in 1926 agency director.

He is a past president of the Colorado Association of Life Underwriters. As chairman of its legislative committee and as correspondent for the Life Presidents Association, his work was particularly effective in combating legislation unfavorable to policyholders and in saving the companies many thousand of dollars in taxation.

"Barron's" Current Article

NEW YORK—Ways in which a policyholder can use insurance cash values to provide retirement income for himself are outlined in the current "Barron's" article on life insurance. The article points out the wisdom of using the policy or policies which will provide the greatest income on the desired option in case there is a choice between policies.

C. I. O. Wins Prudential Election in N. Y. State

NEW YORK—As the result of a state-wide poll all Prudential industrial agents in New York state will be represented by the C. I. O. Industrial Agents Union for collective bargaining. The vote as tabulated this week by the Honest Ballot Association, under whose auspices the election was held, was 2,321 for the C. I. O. union and 1,241 for no union. The arrangement for a state-wide election was worked out in conference with the war labor board's special investigator, Jerome Michael, after Prudential had refused to accept the New York state labor relations board's certification of the union as bargaining agent for the greater New York area on the ground that the unit should be the state rather than the metropolitan area. Prudential agreed to abide by the outcome of the state-wide election. An agreement will shortly be negotiated.

John Gall's New Position

John Gall of the actuarial department of the Continental Assurance of Chicago has connected with the Illinois insurance department actuarial division, not however as assistant actuary. He is a graduate of the University of Michigan. Bruce Batho, the assistant actuary, has gone with the Country Life of Chicago to succeed Ray Ely, who went into military service. Mr. Ely succeeded H. C. Reeder, who became vice-president of the Continental Assurance. An assistant actuary of the Illinois department will be chosen later on.

Milton Jones Is Speaker

The spring meeting of the Hartford Home Office Life Underwriters Club was held May 18. The speaker was Milton F. Jones, supervisor field service of Travelers, on "The Insurance Outlook for 1942." The remainder of the meeting was devoted to a discussion of general underwriting topics. The meeting was in charge of Fred O. Clinton, Travelers, and C. H. Norris, Aetna Life.

Claim Body to Hold Its Meeting

NEW YORK—The executive committee of the International Claim Association decided at its meeting here to go ahead with plans for the annual meeting and an announcement of the time and place will be sent out as soon as certain details have been definitely arranged, probably next week.

Those present included G. M. Day, Connecticut General, association president; W. E. Hein, State Mutual Life, chairman executive committee; L. L. Graham, Business Men's Assurance, secretary; F. L. Templeman, Maryland Casualty, treasurer; D. J. Reidy, Guardian Life of New York; F. T. Bernhard, Home Life of New York; R. D. Taylor, Sun Life of Canada; Lee Wilkes, Lincoln National Life; Clark Butterfield, National Casualty; P. J. O'Connor, General American.

On the following day there was a meeting of the special committee appointed at the last meeting to study uniform procedure in connection with group hospitalization insurance.

John H. Goodwin, until recently general agent at San Diego of Connecticut Mutual Life, now is secretary of what is considered to be the largest Y.M.C.A. in the world—the one at San Diego. At present from 9,000 to 10,000 a day clear through the San Diego Y.M.C.A. It is estimated that this number will soon increase to as many as 17,000, most of them from the army and navy.

The R. J. Wiese agency of Northwestern National Life in Chicago in April stood second among all the company's agencies in paid business, with 130 applications for nearly \$400,000, compared to 82 lives for \$300,000 in the same month last year.



GREAT-GRANDPA WAS A SALESMAN!

Way back in '67 when Union Central was founded, modern selling methods were unknown . . .



NO CARS! The tire shortage gives you an idea what Great-Grandpa faced! All his prospects had to be reached by foot or horseback! Think of the percentage of successful calls he must have made to earn a living!

NO PHONES! We think it's tough when we have trouble contacting a prospect by telephone to make an appointment. But the first life insurance salesmen used up hundreds of miles and hours on fruitless personal calls.

NO ADS . . . NO CIRCULARS

NO SALES AIDS! No typewriters or reproducing machines for quicker, faster office work. Every document, every letter, every contract had to be done laboriously in longhand. No card index systems. No sales help from the company. No ads to make the company name familiar and welcome. How would you like that?

NO PRECEDENT! And worst of all for Great-Grandpa . . . he had to sell his prospects the whole idea of life insurance! No worthy examples could be pointed out. His company's name meant little. His prospects had seldom seen life insurance work.

Yes . . . Great-Grandpa was a salesman all right. He and his fellow insurance pioneers had tougher jobs than we modern business men can imagine . . .

. . . yet these early salesmen succeeded in building up one of America's most important businesses!

We salute them on our

75th ANNIVERSARY

The UNION CENTRAL LIFE INSURANCE COMPANY, Cincinnati, Ohio

Security Program for Agents Adopted

(CONTINUED FROM PAGE 3)

In considering an agent's retirement plan, Vice-president George L. Hunt explained, the company approached the problem from two points of view: "First, the advisability of providing a contributory retirement plan for younger agents who have the opportunity to thus build a substantial competency for old age; second, to provide something for the agent now aged 65 or for the older agent who could not hope to work long enough to build a substantial income under a contributory plan before reaching retirement age. A sound solution to both these problems has been reached."

The new retirement plan is based on contributions by the company, the amount being determined by the agent's insurance in force, as well as on a percentage of commissions contributed by

vice-president, and Linwood Butterworth, Atlanta, secretary-treasurer. Albert W. Moore, Philadelphia, presided at the business session. President Smith and Vice-president Hunt spoke. There was an extended discussion on the new general agents' contract and the new agents' compensation and retirement plans.

SALES OPPORTUNITIES

The opportunities offered life insurance salesmen by ramifications of the existing war situation were discussed at various clinics. W. E. Hays, director of agencies, discussed a new market of 14,000,000 families of defense workers who formerly had not been available as life prospects. C. Preston Dawson, New York City general agent, emphasized pension and salary savings plans for salaried men in the defense program and George L. Grimm, Chicago, handled a clinic on estate planning under the current modified conditions.

Merle G. Summers, Boston general agent, led a clinic on "Business Insurance and Today's Market," assisted by R. T. Willis, Manchester, N. H.; E. L. McClure, Kansas City; W. Ashley Gray, St. Louis, and Isadore Hirschfeld, New York.

William C. Gentry, supervisor of field service, led a clinic on brokerage problems, supported by Bruce Bear and H. P. Morgan, Los Angeles; W. B. Wagner, Harrisburg, Pa.; W. M. Bramhall, Chicago, and W. S. Friedman, New York City.

At the closing session speakers were: David W. Tibbott, director of advertising; George M. Chescher, Louisville general agent, on "Our War Time Responsibilities"; Vice-president Hunt on "Capitalizing Today's Opportunities," and Frank M. See, St. Louis general agent. A skit was staged by members of the Summers Agency in Boston. President Smith presented a stirring final message.

John B. Parker, Chicago, essay prize winner, was the principal speaker at a C. L. U. luncheon meeting, conducted by W. Watson House, Hartford.

Homer C. Chaney, director of field training, conducted a seminar on agency training for general agents and supervisors.

Rensselaer Honors H. A. Hopf

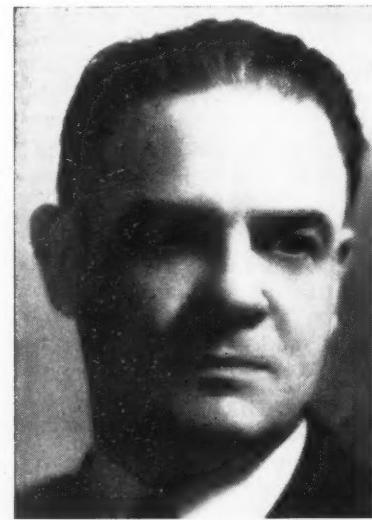
TROY, N. Y.—Harry Arthur Hopf, internationally known for his achievements in management engineering, received the honorary degree of doctor of engineering at the commencement exercises of Rensselaer Polytechnic Institute, oldest engineering institution in the United States. Mr. Hopf has acted as consultant to a number of life companies.

The citation stated that the degree was conferred for "distinguished services, internationally recognized, to business, industry and government in improving the manner in which work is performed—the basis of all progress." Two years ago Mr. Hopf received the gold medal of the International Committee of Scientific Management, being the first American to be so honored.

H. A. Hopf & Co., of which Mr. Hopf is senior partner, recently moved its offices to the Hopf Institute of Management building at Windrose Farm, Ossining, N. Y.

Will Hire Some Married Women

The long standing rule of Prudential against hiring married women has been relaxed for the time being as to field offices but not at the home office. Robert M. Green, vice-president, announces that married women formerly employed in field offices will be reengaged only if no single women can be obtained, and this only for the duration of the war.



FRANK M. SEE

the agent. The fund thus accumulated for the individual fieldman's account is applied to the purchase of a selected form of life income at retirement age, payable in addition to service fees and other commissions. Membership in the plan is subject to reasonable production qualifications.

Past Service Award

A past service award for agents now 65 and those approaching that age has been authorized. Income payments for the eligible agent will be based on his insurance in force which was written before the effective date of the plan, July 1, 1942 and which has passed its renewal commission period. The agent receiving these income payments may continue to write new business and receive the full commissions and fees under the new compensation contract.

Unveil Historical Murals

Governor Saltonstall, Mayor Tobin and Commissioner Harrington and Dr. Charles Hoffbauer, the artist, stood by President Smith as the eight historical murals were unveiled in the main lobby of the home office building on the opening day.

President Smith presented 50 year service medals to A. C. Utter, Detroit general agent, and F. A. Savage, Sr., Baltimore general agent. Medals for 25 years service were presented Edgar C. Fowler, Chicago general agent, and R. T. Wheeler, Buffalo; Ernest Mitchell, Boston; Fred S. Chisholm, Birmingham, and Albert Kerr, Boston.

The homecoming dinner was attended by 800. Career and advanced underwriting certificates were presented to field men.

Dr. Anton Dehaas, professor international relations Harvard University, discussed the world situation.

Frank M. See, St. Louis, was elected president of the General Agents Association. Merle G. Summers, Boston, is

IN U. S. WAR SERVICE

Nelson Goes Into Army and Miss Campbell Takes Over

Lloyd C. Nelson, secretary of the Cleveland Life Underwriters Association, has resigned to join the army and will leave for camp May 27. In his two years as secretary he has made an excellent record, and with the exception of one other city in Ohio, Cleveland is the only one whose association gained in membership in the last year.

Previously he was credit manager of the Universal Credit Company.

Miss Sally Campbell, who had charge of organizing the local unit of the Welcome Wagon Service, has been appointed secretary on a full time basis. She is a native of Cleveland and graduate of Western Reserve University, 1922. She has been active in the Garden Club of Ohio and has organized many Newcomer's Clubs in Cleveland.

L. C. NELSON



Two more Franklin Life men have joined the armed forces: B. B. Johnson, Baton Rouge, La., general agent, has gone to the naval training station at San Diego; and Henderson Wyatt, Georgia, will be a physical education instructor in the air corps.

Four of the six officers of Seaboard Life are in the army or navy. Vice-president and Agency Director Davis Faulkner is a captain in the finance division of the army; Associate Medical Director Ghent Graves is a lieutenant

commander in the navy; Secretary R. L. McElhannon is in the army air force, and Assistant Secretary R. L. Davis is awaiting orders as an officer in the air corps. This leaves only President Burke Baker and Medical Director M. L. Graves on duty in the home office.

Among male department heads and clerks who were with the company last fall, 75 percent have entered the service. The company has lost to the Army its two leading producers of 1941 and other agents whose total business was 20 percent of last year's volume.

Six of the Seaboard's directors are on active duty with the army and navy, and many of the officers and managers have sons in the service, including Mr. Baker, who has one son in the army and another enlisted in the navy; District Manager I. P. Russell of Nacogdoches, who has three sons in the service; District Manager C. W. Jander of Houston, whose son is a flyer in Australia; and District Manager A. O. Anglin of Harlington, whose son is a flying cadet in the naval air forces.

In spite of this exodus Seaboard has shown a 9 percent increase in new business for the first four months of 1942 over the corresponding period of 1941. Terminations are down 19 percent, and the gain in insurance in force is 33 percent above last year. New business for April was 22 percent above April, 1941, and paid business in May is running ahead of that for May, 1941.

W. Merlyn Davies, special agent of Prudential in the Denver ordinary district, enlisted for officers' training in the army and has reported for duty. Mr. Davies is the first man in Prudential's ordinary department at Denver to enter the service.

W. C. Bechtold, formerly in charge of the life and accident department of the Cox agency of Iron River, Mich., who has been a major at Ft. Brady, has now been promoted to lieutenant colonel and appointed adjutant of the Sault Ste. Marie military district. He

United Life and Accident Insurance Company Concord, N. H.

Representatives are Successful

New Business
Year 1941
28% Over
1940

Low
Termination
Actual Terminations
were 19% lower
than in 1940

Average Size Policy
Increase Each Year
Average Size Policy
paid for in 1941
was \$3,642

Gain of
Insurance in
Force
A 7 1/2%
Gain of
Insurance in
force
in 1941

Territory Available for New General Agencies

Write

WILLIAM D. HALLER
Vice President and Agency Manager

had been life and accident manager of the Cox agency from 1937 until Jan. 1, 1941, when he reentered the service.

Capt. Robert H. Wienecke, formerly Cook county agency supervisor Mutual Trust Life, Chicago, has been transferred from Fort Benning, Ga., to Fort Leavenworth, Kan.

Robert L. Williams, Zimmerman agency Connecticut Mutual, Chicago, has been called into the army air corps for training as a pilot. He is the fifth member of the agency to enter the armed services. Mr. Williams was formerly associated with the R. & R. service.

Two agents of the George K. Jones Agency of Connecticut Mutual, Indianapolis, are now in service. **Vincent I. Ryde**, supervisor of the agency, has been appointed lieutenant, junior grade, in the navy, and is stationed at Abbott Hall, Chicago. **Edmund H. Emry**, a member of the agency since 1925, and one of its leading producers, is a lieutenant in the army, stationed at Fort Benjamin Harrison, Indianapolis.

Harold A. Hauenstein, 47, who has been associated with the St. Paul agency of Phoenix Mutual Life as an outstanding producer for 32 years, left St. Paul under orders with rank of captain, army air corps intelligence. Captain Hauenstein's contract was dated Aug. 15, 1910, when as a young man 15 years of age he went with his father, the late Fred Hauenstein, then general agent of the St. Paul agency. A farewell luncheon was tendered Mr. Hauenstein by his associates and friends the day prior to his departure.

Kenneth W. Cring, general agent of Pacific National Life at Ogden, Utah, has been called to army service as first lieutenant and is now stationed at Fort Douglas, near Salt Lake City. He has been a reserve officer since 1933. At the time of his call to service he was president of the Ogden Life Underwriters Association and director of the state organization.

George E. Toles, Buffalo news correspondent for THE NATIONAL UNDERWRITER, has been inducted into the army.

David A. Burr, in the advertising department of the New England Mutual Life, was sworn in Monday as lieutenant, junior grade, in the naval reserves and expects to be called for active service immediately.

Equitable Life of Iowa has 51 from the field and 14 home office employees on leave of absence to serve in the armed forces. Field men recently inducted include H. C. Beeson, Saginaw, Mich.; J. E. Rice, general agent, Washington; J. C. Fitzpatrick, Harrisburg, Pa.; B. M. Fuller, Los Angeles, and L. C. Robinson, Cedar Falls, Ia.

C. O. Braden, Equitable Society, secretary-treasurer and national committeeman of the Independence (Kan.) Life Underwriters Association has reported at Fort Riley, Kan., as a captain in the adjutant general's department. W. T. Newkirk was named to succeed him.

Harlan Schlicher, Fidelity Mutual, Topeka, Kan., has been inducted into the navy at Norfolk, Va., in the new physical development program, with a petty officer's rating. He was with New York Life in Topeka for a number of years.

Chase Wanglin of the Fred M. McMillan general agency of Penn Mutual Life in Los Angeles has been called into service in the navy and has been ordered to Annapolis with the rank of lieutenant commander. He is a graduate of the naval academy.

N. W. National N. D. Meeting

North Dakota representatives of the A. W. Crary agency of Northwestern National Life held an agency meeting in Fargo. Speakers from the home office were W. F. Granges, agency director; Carl Peterson, supervisor of agencies, and Harry Atwood, agency secretary.

Woodard Becomes Major in Army Air Corps



S. C. WOODARD

Selwyn C. Woodard, Des Moines general agent of New England Mutual Life, has received appointment as major in the army air force. After a brief stay at Miami, he will be located at Randolph Field, Texas.

Mr. Woodard was a pilot in the first world war, receiving his wings in March, 1918. He did not serve at the front but remained as test pilot until November, 1918, at Orly, Sur Seine, France. He has spent 32 years in the life insurance business, most of the time in Chicago.

His assistant, Eric O. Ohman, will have charge of the agency for the duration of the war.

Farmers Union of Colo. Has Several Insurance Units

In a recent controversy originating in Iowa over the handling of insurance on the lives of borrowers under the Farm Security Administration scheme, mention was made that in the western states most of this business goes to National Union Security Association of Denver. In the east the business is handled by Washington Life of Washington, D. C., which is an enterprise jointly operated by several legal reserve life companies.

National Union Security Association, together with four other insurance and finance organizations, appears to be affiliated with the Farmers Union of Colorado. The other affiliates are: Farmers Union Mutual Protective Association (fire insurance); Farmers Union Mutual Life (death benefits); National Mutual (health and accident); and National Cooperative Security Service Association (finance agency). National Union Security Association commenced business in 1938 and Farmers Union Mutual Protective in 1914.

James G. Patton, head of National Union Security, is the national head of the Farmers Union. He recently returned from South America which he visited on a government mission.

Fischer Speaks in Peoria

The business outlook is encouraging, C. O. Fischer, agency vice-president Massachusetts Mutual, told a meeting of the Reuling & Williamson agency of that company in Peoria, Ill. Heavy reduction of unemployment is one of the most encouraging factors, he said. Unemployment is down one-half for the first quarter as compared with the corresponding period last year. He has found across the country very encouraging unity among the American people. The vast war effort will result in post-war prosperity to business generally, he predicted. For many years Mr. Fischer was Peoria general agent of Massachusetts Mutual.

B. M. A. Gets American Savings A. & H. Business

A special commission composed of the Missouri, Kansas and Arkansas commissioners has approved an agreement under which Business Men's Assurance will reinsure all individual and group accident and health business of American Savings Life of Kansas City.

Boosts Premium Income

As a result of this agreement B. M. A.'s premium income will be increased about \$125,000 or \$130,000 a year. Accident and health representatives of American Savings will be given the opportunity of becoming associated with B. M. A. Policyholders of the reinsured company will receive immediately assumption certificates from B. M. A.

The arrangement had been approved by the directors and stockholders of American Savings.

Action on the application of Republic National Life, which now controls American Savings, to reinsure its life business was deferred to July 6.

James F. Groom, leading producer of Northwestern National Life in Wichita for ten years, has reported to the provost marshal's office in Omaha. He has been commissioned a first lieutenant.

E. N. Trinkle Now Agency Secretary of Shenandoah

Shenandoah Life has appointed E. Norred Trinkle as agency secretary to succeed the late T. S. M. Bloodworth.

Mr. Trinkle was manager of the conservation department and he will continue to supervise the conservation activities.

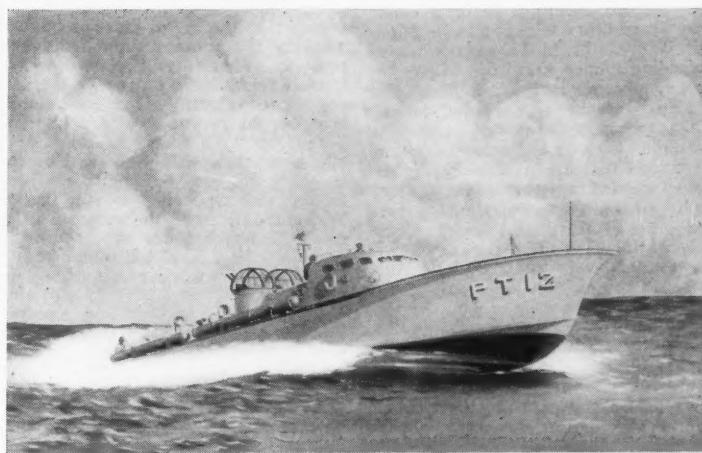
Native of Virginia

Mr. Trinkle was born at Wytheville, Va., in 1905. He is a graduate of Washington & Lee University and before becoming associated with Shenandoah Life in 1937, was employed by the Chesapeake & Potomac Telephone Company as manager at Pulaski, Va.

Outlines Service Men Problem

With selective service reaching into the higher age brackets, thousands of men answering the call to the colors face the problem of keeping up their life insurance policies, so special rules have been established to handle the matter of premium payments during the war emergency, John H. Jamison, manager of field training of Northwestern Mutual Life, told the Milwaukee Junior Association of Commerce. He outlined the various plans available.

Maneuverability!



One of Uncle Sam's famous P-T boats, of the type which evacuated General Douglas MacArthur, his family and his aides from the Philippines.

Big enough—strong enough—it withstood the pounding of the Sulu Sea... yet it had a high degree of maneuverability which enabled it to take advantage of every opportunity so as to carry out its mission. Such was the type of craft—Uncle Sam's fast patrol torpedo boats—that shot up the Japanese at Subic Bay, and with General MacArthur, ran the Japanese blockade.

Such an institution is GUARANTEE MUTUAL LIFE—big enough and strong enough—as proved by its time-tested service of 41 years, successful weathering of epidemics, wars and economic storms, and by its present ratio of \$112.13 in assets for every \$100.00 of liabilities. Maneuverable enough to change our ways of doing things practically overnight, if need be, to take advantage of new situations... as, for example, when we sensed the need for an agents' retirement plan back in 1939, and put such a plan into effect in 1939. Such maneuverability has benefited our men to the extent that they have already operated for three years under the benefits of a retirement plan—and one which requires no contribution on their part.

Write A. B. OLSON, Agency Vice President, for details of our
"BUILDERS OF MEN" AGENCY PLAN

GUARANTEE MUTUAL LIFE COMPANY
OMAHA, NEBRASKA

Organized 1901

Senator Tydings "On Stand"

(CONTINUED FROM PAGE 1)

of it that your government can become top-heavy, taking into consideration the size of the country, that on the whole the people would lose more than they would gain by too wide a centralization of power in the hands of Washington."

On the question of whether there would be any payroll exemption made for the payment of life insurance premiums under the new revenue bill, Senator Tydings said: "It would be my guess that Congress would take that factor into account insofar as the national situation would permit. For example, it might result in some form of proposition like the guarantee of national bank deposits where the depositors are guaranteed up to \$5,000. It might be that there would be some exception for those who carry policies not beyond a certain point but I doubt whether it would make that exception for those that carried large amounts of insurance because it might afford a loophole whereby taxes that were intended for the Treasury would go into life insurance in a greater degree than perhaps the national situation would permit."

Unnecessary Spending

Answering the question about the part individuals can play in influencing their representatives to force an issue in the matter of unnecessary federal spending, Senator Tydings commented: "Of course, we must always start out, as we all do, that no expenditure that is necessary to the prosecution of the war ought to be curtailed except if there is waste in that expenditure it ought to be eliminated. We ought to be over-generous in providing money that goes to pay for weapons, planes, tanks, anything that will help win the war. Now, having said that, what is the use of our saving automobile tires, gasoline, sugar and other things that are needed in our defense effort and wasting money which is nothing more than equivalent of these commodities? More and more things will be rationed—coffee, tea, wool, will all be rationed very shortly. It is common sense to see that if it is necessary to ration those things to win the war that the burdens of the people should be lessened by cutting out every dollar spent in times like these that is not absolutely necessary to the conducting of the war. The men who are bearing the brunt of this battle, and there will be eight, nine, ten or twelve millions of them, are coming back to this country and the more we are expending while they are away the larger will be the burden they will have to bear. The finest way in which we can show our appreciation to these men is to take care of this country while they are away and to give it back to them with as little debt and encumbrances and burdens as we can by proper management turn it over to them."

Asked whether he thought that joint tax returns will be compulsory, Senator Tydings explained: "It is not improbable. I would say it is touch and go—a fifty fifty proposition today. There is a strong force in the Senate and the House for joint returns and an equally strong force against them. Unless the administration throws its power on one side or the other, I would imagine there is a pretty good chance of its not being adopted. If, however, the administration intervenes, that side would win. I would not look for this intervention unless it would be on the side of the administration in favor of having separate returns."

A MEDIUM SIZED SOUTHERN COMPANY DESIRES A MAN FOR HOME OFFICE CONSERVATION WORK IN ITS POLICY DEPARTMENT. IN ANSWERING GIVE AGE, EXPERIENCE, RECORD AND SALARY DESIRED. RIGHT PARTY WILL HAVE SPLENDID CHANCE FOR PROMOTION. Address P-81, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

Commenting on the possibility of a federal sales tax, Senator Tydings had this to say: "I think there is a pretty good likelihood for federal sales tax. I am not discussing its merits at the moment except to show the need for taxes. First of all our national debt, if it goes to 200 billion, and it probably will unless the war ends very shortly, and there being about 35,000,000 families in America, that means roughly about \$6,000 for every family in the United States, black and white, rich and poor, high and low. And, beyond that there is the state debt, city debt, county debt, and then there are our own debts. It is possible to put so much weight on the old mare that she just can't pull the hill. Therefore the question is: How can we keep the debt down? One of the best ways is to get the money in as you go along."

"The new tax bill will raise about \$25,000,000,000 a year—six times as much as was raised four years ago—and that will be \$1 out of every \$4 that the American people earn and that will only be for the national government. You still have the state and city and others to pay."

Question of Producing Revenue

"With the debt going up as rapidly as it is, and we should make arrangements for a long war, it is certain that every avenue of revenue that can be taxed without too much injury, will have to be taxed; and, in my judgment, the cost of conducting the war will mount so rapidly that it won't be a question of whether such and such a tax is wise but whether or not it will produce the revenue. And, you gentlemen know the old saying that the art of taxes is the art of plucking the goose without making him squawk. Therefore, Congress will fish around to find the means of extracting the most amount of revenue without bringing the person to Washington with a shotgun. All forms of taxes of one kind or another will be thought of, for in no other way can we hope to provide the money that is needed to run this war. We not only have the expense of running the war for our own country but under the lend lease bill billions and billions of dollars worth of goods and debts are being contracted for and sent abroad to our allies. Therefore, the chances of some form of sales tax, modified or extended, is very likely."

Attitude Towards Insurance

Asked what the attitude of the members of Congress generally is to life insurance, Senator Tydings said: "The attitude of the Congress generally is tremendously friendly and cooperative. First of all, practically every Congressman carries a little insurance. Contrary to public belief most members of the Senate are poor men and also contrary to public belief it costs a whole lot more money than most people think it does to live in Washington. The average Congressman doesn't have a great deal of money and therefore, he has put what few dollars he can save into life insurance."

The closing speaker of the morning session was Milton F. Jones, assistant supervisor agency field division of Travelers Insurance Company, whose subject was "Life Insurance Possibilities for 1942."

Commenting on the fact that the war and current economic conditions make people conscious of their need for some kind of protection, Mr. Jones expressed the belief that the need for life insurance is greater now than ever and that it is the duty of the life underwriter to help men and women protect their loved ones and their businesses from the losses of

death—losses they will now recognize as possible.

"We must look today for the free dollars which are in evidence and in circulation," he said, "because of the advanced income of the average wage earner and we must consider particularly the things which today he cannot buy. New automobiles are out and I believe that the man today who might be tempted to invade the used car market may think twice because of the tire restrictions as well as automobile parts. Many home owners would like today to take some of their increased earnings and undertake home improvements but again they are blocked or at least restricted because of priorities."

Speaking of the responsibility of the individual agent in the current emergency, Mr. Jones commented: "Let no one convince him that his job isn't as important to the ultimate goal of winning the war as that of the man in the bomber factory or munitions plant. True, the nature of the work is different, and the results may not be as readily discernible, but it is as necessary to accumulate the dollars for the war effort as it is to use those dollars in building the actual implements of war. The dollars you collect build morale among all our citizens by letting every owner of life insurance feel secure for himself and his family that income will be maintained—an economic essential in war or peace. The dollars you collect promote thrift and help to check spending for non-essentials; thus they act as a curb on inflation."

BENNER'S TALK

The opening speaker of the afternoon program was Dr. Claude L. Benner, vice-president of Continental American Life on "What Can We Expect of Tomorrow?"

Dr. Benner sketched what may be the political and economic background against which the agent must write life insurance in the years after the war and against which all other business will have to be conducted.

"It seems to me," he said, "that there are four fundamental questions that we have to answer before we can intelligently examine what the future may hold for us or make any plans therefor.

"1. Are we or are we not going to win the war?

"2. Will real peace follow this war or has the world entered a more or less permanent state of intermittent warfare?

"3. When the war is over will our business be so destroyed that we can never recover economically and financially?

"4. To recover will we have to abandon the free enterprise system, with the

right of private ownership of property? "The proper answer to the first two of those questions is in the affirmative—we are going to win the war, and there is going to be a peace. The answers to the last two are negative—we aren't going to give up our free way of life nor are we going to have any sort of totalitarian government."

Dr. Benner voiced the belief there is no danger after the war that the government controls that are being put into effect will be continued.

Will Be Quick to Change

"Our lives are going to be controlled more and more, not just sugar and gas. It is going to be necessary to win this war to have government control of all sides of our life. But do you think after we have enjoyed the dubious pleasure of those controls, necessary as they are now, that after the war emergency is over, we are going to the polls and vote to continue them in perpetuity? There might have been a chance had there not been a war, that government controls of one kind or another might have sneaked up on us year by year until we were in some form of planned economy but I wager that there is not a chance of that now."

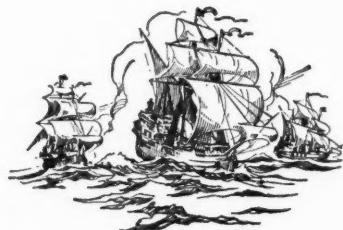
"The second point is this: why have controls in this country during the last eight or 10 years been so popular with many people? It is because the controls are only exercised over 2 percent or 3 percent and in the interest of the 97 percent or 98 percent of the others. The farmer didn't care how much wheat he could plant when he was given a check for what he didn't plant. The laborer didn't care how many controls there were when the controls were for the benefit of labor. But, when the war comes on and the need arises and the farmer is told what to do but doesn't get any check, if I know my farmer and I assure you I do, they will tell you how much they like that control when they go to the polls and the same is true with the labor situation."

Doesn't Expect Depression

Dr. Benner said he does not fear a business depression after the war, saying, "If this war lasts two years, there will be such a backed-up demand for all kinds of consumer goods that it will be difficult to meet the demand. And, not only will this country have a backed-up demand for goods but the world will be a literal poorhouse, starving for commodities, starving for goods, and there will be only one nation geared up to make it and that will be the United States of America. And, don't you have any doubt about it, we will make it."

"When you start preparing for a war, you take up the slack of business, such as we did in this country in 1940 and

The
Winds of
Opportunity
Are Blowing Southward!



ATLANTIC
LIFE INSURANCE COMPANY
RICHMOND • VIRGINIA

May 22, 1942

LIFE INSURANCE EDITION

11

the first eight months of 1941, Dr. Benner explained. Then when there is no longer any slack, you increase armaments by curtailing consumer goods, which is what we did for the next four months.

"Now we are entering the third phase," Dr. Benner continued, "the point where there is no more slack in industry and from now on we manufacture only 50 percent of what we need and the other 50 percent goes for armaments. That is the period of sacrifice and that is the period we are coming into. From now on we are just going to live on 50 percent of what we normally produce."

Dr. Benner suggested that the agent not look at the newspaper after breakfast, forget the war and go about doing his best to sell life insurance just as he did back in 1926 and 1927; and concluded by saying: "I hazard the guess that when it is all over and we have bound up our wounds and buried our dead, the United States flag will be flying and it won't be flying over a poorhouse, it won't be flying over a dictatorship, but it will be flying over the land of the free and the home of the brave."

Irvin Bendiner's Advice

Irvin Bendiner, New York Life, Philadelphia, discussed "Can Life Insurance Help to Win This War," and answering the question of what the agent can do personally, suggested:

Bring your thinking in line with today's needs; be prepared to move with the times; put your emphasis on service before selling; shift your prospect groups; shift your sales message from thrifit to protection; shift your hours of work; get positive in the acceptance of responsibility; keep your feet on the ground; simplify your selling.

The final speaker was Paul Speicher, president of the I. R. & R., whose topic was "Is the Truth So Hard to Believe?"

Books of war stamps were given to 15 agents.

The Congress was opened by Leonard V. Godine, president Baltimore Life Underwriters' Association, and Harry N. Stadler, chairman of the Congress, presided.

"Ad" Men Measure Today's Market

(CONTINUED FROM PAGE 2)

speakers reported that their agents were using social security as a pre-approach only to a very limited extent.

Z. Starr Armstrong said that because of the war, death is being dramatized daily all over the world, and as a result prospects are more willing to talk about the possibility of death than formerly. The average man is in a more serious frame of mind. While there is much talk about the uncertainties of the times, Mr. Armstrong said that the prospect should have emphasized to him the two important certainties; first, the financial plight of his family if he should die prematurely, and second his own old age money requirements.

Today's Best Prospects

It was agreed that the best prospects today are defense workers, essential industry owners and workers, farmers, and women—12,000,000 of them. There were more references to the increasingly important part women are going to play life insurance-wise than to any other phase of the present sales situation. Women as agents, as war workers, women selling women, the more important place of women in business, all were commented on again and again. For most life insurance advertising men, evolving plans for selling women seems to loom up as the job lying directly ahead.

Luncheon and Banquet Speakers

Ray S. Alexander, Volunteer State, said that it is now more important than ever to supply the agent with every possible aid in the form of printed material, so as to help maintain morale. Other speakers said that a reduction of

the products of their departments would be false economy, because of the possible detrimental effect on sales.

At the luncheon John A. Chambliss, general counsel Provident Life & Accident, spoke on "Life Insurance Civilizes," and at the annual banquet the chief speaker was Silas Williams, Chattanooga attorney. Members of the Chattanooga Association of Life Underwriters were special banquet guests. The association's president, King C. Fritts, spoke briefly as did A. Howard Blanton, vice-president Volunteer State, on behalf of the Chattanooga compa-

Roanoke as their meeting place for next year.

Karl Ljung, Jr., Jefferson Standard, made the Lookout Mountain meeting his last stop on the way to Greensboro after a five weeks agency trip to the Pacific Coast and Rocky Mountain states.

In addition to **A. Scott Anderson**, Equitable of Iowa, the present L. A. A. president, four former presidents of that organization stayed on for the Southern Round Table meeting following their own executive committee gathering. They were **Nelson A. White**, Provident Mutual; **C. C. Fleming**, Life of Virginia; **C. Sumner Davis**, Provident Mutual, and **Karl Ljung, Jr.**, Jefferson Standard.

Those who stayed through Friday evening were guests of the Provident Life & Accident on a moonlight boat trip.

The Southern Round Table meeting opened the season for the **Lookout Mountain Hotel**.

Several home office officials of the **Pacific Mutual**, who were conducting a regional meeting at the Lookout Mountain Hotel for 25 Southeastern representatives of the company, mingled with the Southern Knights at the reception and banquet. Their group included President Asa V. Call; Vice-president Wm. G. Rothamel; Jens Smith, manager of agents; Malcolm White, manager training; Carter Bryant, in charge of recruiting and induction, and Walter R. Hoeflein, field supervisor.

Exhibits were on display from 16 companies. The sweepstakes award went to the Jefferson Standard, and as its exhibits were accorded the same honor in 1936 and 1939, it will now have permanent possession of the sweepstakes cup. Certificate winners for various types of advertising were: Insurance Journal—Farmers & Bankers, Life of Virginia, Republic National. Magazine—Provident Life & Accident. Newspaper—Imperial,

One-Day Drive for Sykes at 45-Year Mark

The 45th Fidelity Mutual anniversary of Frank H. Sykes, vice-president and manager of agencies, was observed by the field in a one-day testimonial of friendship by which 128 agents in 61 agencies turned in applications totaling \$781,906. The testimonial was staged without the knowledge of Mr. Sykes.

The first 10 years of Mr. Sykes' connection with Fidelity Mutual was in the medical department, after which for 10 years he headed the literary department and there developed the Fidelity's lead service. In 1917 he was appointed assistant manager of agencies, in 1919 manager of agencies, and in 1924 he was elected as vice-president and manager of agencies.

In 1928 Mr. Sykes was elected chairman of the Life Agency Officers Association, and he was one of the group who launched the movement out of which the Sales Research Bureau was developed.

N. C., Occidental, N. C., Shenandoah. Enclosures and sales presentation material—Great Southern, National Life & Accident, Provident Life & Accident. Direct Mail—Imperial, N. C., Jefferson Standard, Republic National. Monthly and weekly house magazines—Jefferson Standard, Provident L. & A., Republic National. Annual statement—Great Southern, Jefferson Standard, Pan-American. Other printed materials—National L. & A., Jefferson Standard, Pan-American.



BART LEIPER

nies. Bart Leiper, Provident Life & Accident, presided as toastmaster.

Mr. Leiper was a speaker at the concluding business session, at which he exhibited several advertisements of proven pulling power, asking those present to "score" them. He discussed the principles for the pre-evaluation of advertising as outlined by Richard Manville of Newell Emmett Co., Inc., New York advertising agency.

H. Hobson Mansfield, agency supervisor of the Chattanooga agency of the Massachusetts Mutual and formerly advertising manager of Volunteer State, spoke on "From Both Sides of an Ad-Man's Desk." He said that all printed material is merely to supplement the field man's effort, not to supplant it. B. H. Odom, general agent Phoenix Mutual at Chattanooga, and chairman of the board of exhibits judges closed the meeting by awarding certificates to the winners.

ROUND TABLE NOTES

There was a total registration of 30, somewhat smaller than in recent years.

Each registrant received a memorandum book from **Volunteer State Life** and Great Southern Life.

The sightseeing trip had to be cancelled because of inclement weather.

Powell Stamper, National Life & Accident, handled the job of printing the program on a war time, economy basis. For covers he used discarded printers mats. The inside pages were of cheap paper stock. The whole thing cost only \$15, and made a big hit.

Ray S. Alexander, Volunteer State, and **Sam E. Miles**, Provident Life & Accident, were co-chairmen at the reception which preceded the annual banquet.

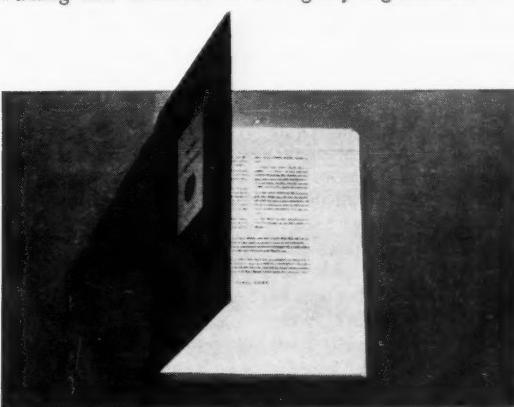
The theme of the convention was "Life Insurance Joins Up."

Thomas J. Hammer, Protective Life, who was a scheduled program speaker, was prevented from attending at the last moment. "Tom" is a popular Southern Knight and he was missed.

David J. Martino, Pan-American Life, represented that company at a Southern Round Table meeting for the first time.

It had been the intention of **T. S. M. Bloodworth**, Shenandoah Life, who died suddenly last week to attend the Chattanooga meeting and invite the Southern Round Table to his city for its 1943 convention. Knowing this, the officers chose

Thoroughly tested, up-to-the-minute is the **CASE BOOK**, the Mutual Benefit's procedure for training new members of the agency organization.



Each succeeding case, interesting in itself as an independent study, takes the new agent a step further toward complete competence as a life underwriter. Coupled with daily assignments of field activity, it makes continuous progress an accomplished fact. *New men like it!*

The Mutual Benefit

LIFE INSURANCE COMPANY

Organized 1845 Newark, N. J.

EDITORIAL COMMENT

Life Payments Section Well Received

SECURING publicity in newspapers in war time presents a difficult problem. Not only are editors flooded with dispatches from the scenes of battle but rationing and priorities rules and regulations, tax and other vital legislation and war production reports limit the space available to items of routine interest.

In view of this trying situation it is gratifying to observe the liberal amount of space editors devoted to reports based on the data appearing in THE NATIONAL UNDERWRITER's annual Life Payments Localized Section. Obviously life insurance payments become increasingly important in times of uncertainty and in face of rising living costs so the splendid work being done by life insurance to alleviate suffering and financial distress is still and always will be worthy of news comment.

However, in presenting the life payments report to editors, THE NATIONAL UNDERWRITER does not rely on its inherent news value. It requires prestige and ingenuity to get life payments publicity just as it does to sell life insurance. One reason that THE NATIONAL UNDERWRITER publicity gets a good reception from editors is because it is on a from one editor to another editor basis. There is a strong tie between men in the same profession. Furthermore, our editors have handled so many

poorly prepared publicity releases that they know from experience the pitfalls to avoid in preparing a release acceptable to other editors.

Experience shows that it is the local data on life payments which attracts editors. To meet this situation THE NATIONAL UNDERWRITER prepares a special news release for each state. Although this entails much extra work and cost, results show that it pays. A careful study of the hundreds of clippings received from the 4,000 newspapers receiving the releases shows that invariably the local angles are played up by the editors. Competition always seasons news and makes it more interesting. In recognition of this factor, THE NATIONAL UNDERWRITER compares payments by states and cities. This year, for the first time, cities are compared by population groups which further adds to the competitive appeal of the material.

The Life Payments Localized Section always makes an impressive prestige builder for the agent. Not only do the details of the payments indicate that life insurance is performing an important function year in and year out, but the letters from beneficiaries and men in public life provide a stirring collection of endorsements of life insurance in action.

Value of New York Seminar

Not only should the New York City C.L.U. chapter be congratulated for the stimulating and thought-provoking program which it prepared for its second seminar on Current Economic and Social Trends, but it deserves the thanks and appreciation of the entire industry for the intelligent and detailed accounts of the meeting which were carried in all of the major metropolitan newspapers. Selection of the subjects and speakers and the timing of the story when taxes are of paramount importance in the minds and budgets of millions of citizens were perfect. It has been long since the business has received such fair and lengthy treatment on a subject of major importance.

Now, at a time when the bulk of the American people are feeling the pinch of increasingly heavy taxation, when the necessities of life are costing more and more, when there is less money for savings and insurance, when it is almost an impossibility for the average man to lay aside a fund sufficient to give his family

protection, life insurance is about the only way he can attain his objectives, Prof. Roswell Magill pointed out in his address. With lowered income tax exemptions, he suggested that they be accompanied by a provision allowing credit for life insurance premiums, the deduction being limited to a definite percentage of income to prevent its use for deliberate tax avoidance. The preservation of life insurance, he said, was just about as important as that of religious and charitable institutions. He declared that life insurance money contributes directly to the war program and in no way contributes to the forces causing inflation. His remarks and those of the other speakers were displayed prominently in the daily press.

Much of the criticism leveled at life insurance arises from misunderstanding, lack of comprehension, and uninformed treatment in the press. Until the formation of the Institute of Life Insurance, the general attitude seemed to be to let life insurance stand on its fine record.

Not until the business adopted a definite program of public education have people begun to realize that life insurance companies are human rather than financial institutions whose sole objective is the serving of human needs. Not until then has there been a growing understanding of the important part that life insurance occupies in the social and economic life of the nation.

Orchids to the New York City chapter C.L.U., to Carl M. Spero, president, W. J. Dunsmore, general seminar chairman, Alfred J. Johannsen, program chairman, and their associates for the happy combination of an excellent job well handled and well timed. Let us hope for the business that there will be more programs of this sort which appeal to daily newspapers.

PERSONAL SIDE OF THE BUSINESS

E. N. Van Vliet, manager of the home office ordinary agency of Prudential, will start his 40th year of continuous service with the company June 1.

V. J. Harrold, general agent at Fort Wayne for Lincoln National Life, has been elected president of the Fort Wayne Rotary Club.

James H. Daggett, vice-president of Old Line Life of America, was re-elected treasurer for the 25th time at the annual meeting of the Episcopal diocese of Milwaukee when Bishop Ivens presented him a plaque in acknowledgment of his service.

Harry Richardson, editor of publications of Mutual Benefit Life, has been appointed to the New Jersey junior achievement state committee.

L. P. Stack, treasurer of John Hancock Mutual Life, has concluded a brief tour of Arkansas for inspection of properties in which it is interested. At Camden, he spoke at a luncheon of business men and was introduced by C. H. Moses, president of the Arkansas Power & Light Co.

Raymond C. Gauch, former president of the Life Underwriters Association of Columbus, O., underwent an emergency operation in Mt. Carmel Hospital there.

Arthur A. Sohner, district agent of Travelers at Waterloo, Ia., was given a party by his associates and the Iowa staff at Sunnyside Country Club near Waterloo on his 25th anniversary with the company. About 20 attended including B. H. Groves, Chicago manager, who formerly was manager at Cedar Rapids, Ia.; Managers L. Everett Graber, life department, George A. Voth, casualty department, and Fred C. Meister, fire department, and Benjamin F. Rothrock, chief adjuster, all of Des Moines, as well as a number of agents.

R. A. Beatty, New York City general agent of Security Mutual Life of Binghamton since 1913, celebrated his 75th birthday May 19 as guest of honor at a party given by his agency members and fellow general agents in New York. For many years the Beatty agency has been one of the company's leaders.

While visiting in Pittsburgh, **E. A. Flickner, Jr.**, of Montclair, N. J., an actuarial student with Prudential, scored a hole-in-one on the seventh hole of the Castle Shannon Golf Course. It was the first ace made on the hole. His father, E. A. Flickner, Sr., manager of the Pittsburgh office of Corroon & Reynolds, was playing in the foursome.

Glenn M. Gillette, Mansfield, Pa., agent of Equitable Life of Iowa, has completed 1,100 weeks of "app-a-week" production. His entire life insurance career has been with Equitable in

Mansfield, a town of 1,500 inhabitants that is the hub of a rich farming community. He has averaged well over \$200,000 of paid business annually in his nearly 23 years with the company.

Curtis McPherson, deputy insurance superintendent of Alabama, has been appointed secretary to United States Senator Lester Hill.

Earl Clarke, editor of publications of Occidental Life, and Mrs. Clark are the parents of a daughter.

DEATHS

Albert C. Elser, 71, Milwaukee banker and civic leader, oldest resident trustee of Northwestern Mutual Life, who was actively connected with that company for several years, starting as a boy of 18, died at his home after a short illness.

Robert D. Robertson, 88, in life insurance work since 1906 and manager of Guardian Life for 25 years, died there.

S. Frank Gammon, 67, who was manager of the ordinary department of Prudential in Baltimore for several years prior to his retirement on account of ill health, died at his home in Jackson, Miss. He had at one time been manager at Jacksonville, Fla. He held the C. L. U. designation.

T. S. M. Bloodworth, agency secretary of Shenandoah Life, died at Roanoke, Va. Mr. Bloodworth joined Shenandoah Life in August, 1939. Prior to that time he had been connected with Volunteer State Life.

Benjamin Menke, agent of the Vermilion agency of Mutual Life of New York in Chicago, died from a heart attack at his home this week. He was 52 and had been connected with Mutual in Chicago for 10 years. He was a member of the National Field Club.

William G. Forrest, 69, with John Hancock 30 years and long assistant manager in West Warwick, R. I., is dead. He retired four years ago.

Howard Bartholomew, 55, district manager of Mutual Life of New York, died at the home of his daughter, Mrs. Betty Baldwin, in Peoria, Ill., Sunday, from injuries received two weeks ago in an automobile accident near Lacon, Ill. Apparently Mr. Bartholomew fell asleep at the wheel of his car and crashed. He was born in Vermont Jan. 8, 1887, and had been in the insurance business for many years.

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Telephone Wabash 2704.

EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. News Editors: F. A. Post, C. D. Spencer. Associate Editors: D. R. Schilling, J. C. O'Connor, Kenneth Force.

BUSINESS DEPT.: John F. Wohlgemuth, President. H. J. Burridge, Vice-President and Secretary.

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DETROIT OFFICE—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

Subscription Price \$3.00 a year (Canada \$4.00). Single Copies, 15 cents. \$5.50 a year (Canada \$7.50). Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.

DALLAS OFFICE—617 Wilson Bldg., Tel. Riverside 3383. Fred B. Humphrey, Resident Manager.

MINNEAPOLIS OFFICE—500 Northwestern Bank Bldg., Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

LIFE INSURANCE EDITION
PUBLISHED EVERY FRIDAY
Bld., CHICAGO. Telephone Wabash 2704.

PHILADELPHIA OFFICE—1127-123 S. Broad Street. Telephone Pennypacker 3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO OFFICE—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.



"We've got our defense stamps—now let's take care of our insurance premium!"

NEWS OF THE COMPANIES

Federal Life Progress Shown

Assets of Federal Life of Chicago on Dec. 31, 1941, amounted to \$8,774,031, capital was \$375,000, contingency reserves \$329,008 and net surplus \$800,000, according to the report of a convention examination released by the Illinois department. The cost of the examination to Federal Life was \$10,677. The Arkansas and North Carolina examiners got \$25 a day and \$7.50 per day expenses. The Illinois examiners got \$15 a day.

The examiners state that the cash position is well maintained and surplus funds are being invested in a diversified selection of marketable securities. From Dec. 31, 1937, until Dec. 31, 1941, real estate owned not under contract of sale has been reduced from 36.46 percent to 18.7 percent of assets. Unassigned surplus was increased from \$368,094 at Dec. 31, 1937, to \$800,000, Dec. 31, 1941. Acquisition, underwriting and administrative expenses appear to be moderate and the adjustment and settlement of policy liabilities appear to have been effected in a prompt and equitable manner. Isaac Miller Hamilton is chairman and L. D. Cavanaugh, president.

Last year the ratio of actual to expected mortality was 61.4 and the rate of return on mean ledger assets was 3.6.

Insurance in force at Dec. 31 amounted to \$81,896,694 and net accident and health premiums written in 1941 amounted to \$1,618,509.

Federal Life has about 256 field representatives under contract of which 48 are general agents, 23 district agents and 185 subagents.

The report shows that Federal Life is making commendable progress.

The examiners state that punched card equipment is employed in the maintenance of the general accounting systems and the bookkeeping forms and records currently in use permit a practical distribution of income and expense account. The books and records are neatly kept and appear adequate for the company's needs.

Very few changes were made by the

examiners from the statement filed by the company at Dec. 31 with the various insurance departments. There was only a very small adjustment in the contingency reserve.

Newton Is Agency Field Assistant of Home, N. Y.

Walter S. Newton has been appointed by Home Life of New York as home office agency field assistant. He joins the sales planning division under the direction of John H. Evans, manager.

Mr. Newton entered life insurance work in 1929. In his first club year he paid for over \$250,000 of business as a member of the Leaders Club of an eastern company. In 1931 he became associated with the McNulty agency of Prudential in New York City, and three years later was appointed general agent by Atlantic Life for New Jersey. Since 1937 he has been engaged in supervisory work and personal production in Boston.

Stevens Agency Director of St. Louis Mutual Life

ST. LOUIS—Carlton E. Stevens, formerly of Dallas and Washington, D. C., has assumed his new duties as agency director of St. Louis Mutual Life.

From 1929 to 1932 he was superintendent of agents for State Life of Jackson, Miss. In 1932-33 he was general agent for Connecticut Mutual Life at Jackson. He then became state manager in Mississippi for Columbian Mutual Life. He then entered the general agency field in Macon, Ga., operating there from 1933 to 1939 with Connecticut Mutual Life.

In 1939 and 1940 he was agency director for United Services Life of

Washington, D. C. In 1940 he entered personal production for that company, from which he goes to St. Louis Mutual Life. In 1940 and 1941 he qualified for membership in the Million Dollar Round Table.

Gerken Agency Secretary of American Reserve

Ed. H. Gerken has been appointed agency secretary of American Reserve Life. He attended Drake University and about 10 years ago entered life insurance in Omaha with Penn Mutual. For the last five years he has been connected with the Omaha agency of Provident Mutual. During his first year in the business he qualified for the company convention and has been a substantial producer ever since. He is a director of the Omaha Association of Life Underwriters.

Griffin Named Treasurer

Thomas J. Griffin, formerly assistant treasurer of Washington National in charge of mortgage loans, has been elected treasurer to succeed the late Claude P. Kendall.

Mr. Griffin went with Washington National at the time of the reinsurance of Hercules Life and the acquiring of the National Life fund, having served

Heads Training Program of Mutual Life

Ben H. Williams, who has been appointed director of training of Mutual Life, will be in charge of the training program for all Mutual Life representatives throughout the country. He is a man who has made a name for himself in the field of sales training. For the past three years he has been director of sales for Southwestern Life and prior to that was director of sales training for Bankers Life of Iowa. He graduated from Baylor University in 1925 and after a period in the advertising business, attended the business school at the University of Pennsylvania, majoring in insurance.



Ben H. Williams

as manager of mortgage investments for Hercules and the Allstate companies. Prior to that he had been treas-

SMALL enough to be BIG!

To the average agent in the field a good life insurance company to represent is not measured with the yardstick of size alone. More important than mere size is how good and what kind of a Home Office.

The Union Mutual's insurance in force last month was \$98,700,000 and its assets were over \$27,000,000—that's not small! It has offices in 18 states, including New York where it has operated over half a century.

But, more important to the agent, it has character . . . character which springs from almost 95 years of sound New England management . . . character worth money to its fieldmen. And, perhaps most important of

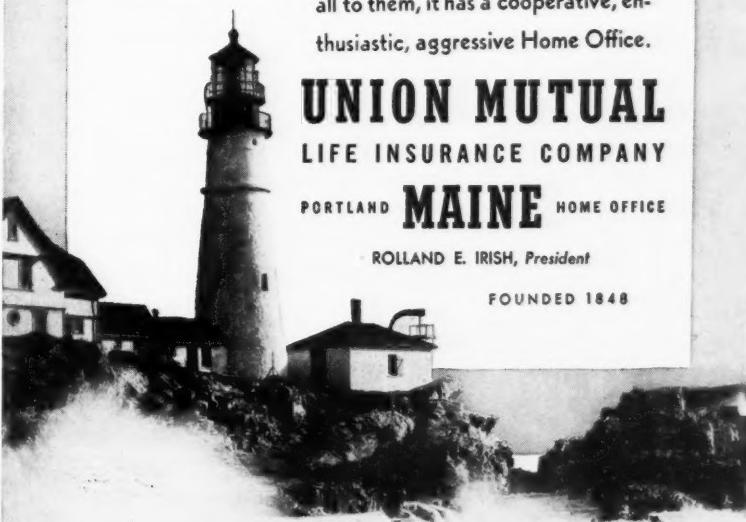
all to them, it has a cooperative, enthusiastic, aggressive Home Office.

UNION MUTUAL LIFE INSURANCE COMPANY

PORTLAND MAINE HOME OFFICE

ROLLAND E. IRISH, President

FOUNDED 1848



LIFE • ACCIDENT • HEALTH INSURANCE

urer of the old Michigan Mutual of Detroit.

Officials Get 25-Year Awards

Sam T. Swansen, general counsel of Northwestern Mutual Life; Shepard E. Barry, comptroller, and Joseph T. Gallagher, superintendent of claims, were the company officials among the seven members presented 25-year service pins by President M. J. Cleary at the annual banquet of the Quarter Century Club. H. N. Laflin, associate counsel, gave the principal address and Mr. Swansen responded for the new members. The club now has 218 members, 50 being pensioners and the remainder still employed.

Booth Advanced by Prudential

Richard H. Booth of the industrial policy department at the home office of Prudential, has been advanced to assistant manager.

R. E. Martin V. P. and Secretary

R. E. Martin, who has been secretary of Wisconsin National Life, has now been elected vice-president and secretary.

J. B. Holmes, until recently a resident of Oklahoma and a former member of the Million Dollar Round Table, has joined the home office staff of Union Life of Little Rock, Ark., and will participate in its expanding sales campaign. He has been in life insurance 18 years.

SALES MEETS

Aetna Life Cancels Its Coming Agency Conventions

Aetna Life has decided to cancel its agency meetings this year. The eastern and central western meeting was to have been held at the Greenbrier Hotel, White Sulphur Springs, W. Va. The company states that it is thoroughly committed to the value of such meetings but the conditions of the times make it manifest that the holding of conferences of this kind will be fraught with more or less difficulty. Agencies, however, will hold meetings of their own at which home office representation will be arranged.

Old Line Changes Meeting Plans

Old Line Life of Milwaukee will hold its annual agency convention in Milwaukee in September instead of at Lawsonia, Green Lake, Wis., in June as scheduled.

Haas Holds Wichita Meeting

A. F. Haas, assistant to J. Roger Hull, vice-president and manager of agencies of Mutual Life, held a two-day group meeting with the Percy G. Gibson agency in Wichita, Kan., on "Sales Ideas to Meet Current Conditions."

Mutual Benefit Rally in Wichita

Kansas and Missouri representatives of Mutual Benefit Life held a two-day sales meeting in Wichita. Attending were Oliver Thurman, vice-president, and Edward C. Hawes, field service manager, from the home office; Mason K. Knuckles, Denver general agent, and John H. Leaver, Davenport, Ia., manager. E. C. Kenagy, Wichita manager, was host.

The Wisconsin National Life has decided not to hold its agency convention this year owing to war conditions.

The State Farm companies held a state convention in Birmingham, Ala., with more than 60 agents on hand for the meeting. President R. P. Mecherle was in attendance.

Subscribe now to **Accident & Health Review**, \$2. 175 W. Jackson Blvd., Chicago.

LIFE AGENCY CHANGES

Aetna Makes South Bend and St. Louis Changes

Aetna Life has made two important general agency appointments. Frank H. Plaisted, general agent at South Bend, goes to St. Louis to succeed Arthur P. Shugg. Robert J. Curry, as-



F. H. Plaisted

R. J. Curry

sistant general agent to R. S. Edwards in the Aetna Life's Chicago offices, becomes general agent at South Bend.

Mr. Plaisted joined Aetna Life in 1925 as a group department representative in Omaha. In 1926 he was made supervisor of the group department in St. Louis, and a year later was appointed to Springfield, Mass., in the same capacity. He returned to Omaha in 1930 as assistant general agent to H. E. Sorensen. Appointed to the Chicago agency in 1933 as supervisor with General Agent R. S. Edwards, Mr. Plaisted specialized in agent training and sales promotion and in 1935 became assistant general agent in that office. In 1937 he was made general agent at South Bend.

Mr. Plaisted was educated at Massachusetts Institute of Technology and at Bowdoin College, where he graduated in 1924. He is a C.L.U. and has appeared several times as a speaker on company convention programs.

Mr. Curry's Career

Mr. Curry, a native of Baraboo, Wis., was graduated from the University of Wisconsin in 1922. He attended the Aetna Life home office group school subsequently, and went to Seattle as group representative. From 1925 to 1929 he was manager of the group department in Chicago, where he was responsible for outstanding production records. In 1932 he became supervisor, then assistant general agent in the Chicago agency. In that capacity, his range of responsibilities has been wide and important. He has been especially active in recruiting, training, and sales promotion work.

Mr. Curry won his C.L.U. designation in 1938. He is immediate past president of the Chicago Life Agency Supervisors Club, and is a director of both the Chicago Life Underwriters Association and the Chicago C.L.U. chapter.

W. T. Murphy Resigns Southland Life Post

William T. Murphy, Houston manager of Southland Life, is announcing his resignation from the managerial ranks of that company. Mr. Murphy intends to take a short vacation and will then announce his plans for the future. He was for many years southwest manager for the Rough Notes Company, and is widely known nationally in insurance circles. He resides at 2510 Glen Haven boulevard, Houston.

Fischer Named Supervisor

Ralph Fischer has been appointed supervisor of the C. H. Poindexter agency of Northwestern Mutual Life in St. Louis.

Wiedemann and Hemphill Equitable No. Cal. Managers

SAN FRANCISCO—The northern California agency of Equitable Society has been divided into two parts with administrative headquarters at San Francisco and Oakland.

Rudolph F. E. Wiedemann, manager at Washington, D. C., since June, 1941, is appointed manager at San Francisco with James M. Hamill remaining as assistant manager.

Arthur D. Hemphill, district manager at St. Joseph, Mo., for the past eight years is appointed manager at Oakland with Samuel W. Coombs, former district manager at Oakland, as assistant manager.

The announcements were made by Alvin B. Dalager, second vice-president, at a luncheon for all agents of the northern California territory in San Francisco. Mr. Dalager has been in charge of the agency for the past eight weeks following the death of M. Harold Casey, general agent.

Mr. Wiedemann has been with Equitable since 1922, entering the service with the Lane agency of New York, later becoming assistant manager of that agency and in 1925 transferred to the Van Winkle agency at Los Angeles where as district manager he built an outstanding organization.

Mr. Hemphill has been with the company since 1933, entering as an agent at Kansas City. In 1934 he was made field assistant and later district manager at St. Joseph.

Mr. Hamill has been with the San Francisco agency since 1919 as a leading personal producer. He was named assistant manager by Mr. Casey in 1938.

Mr. Coombs has been with the company since 1933 as an outstanding personal producer until January, 1941, when he was named unit manager. He was placed in charge of the Oakland agency under Mr. Casey in January, 1942.

Five General Agents Are Named by Ky. Home Mutual

Kentucky Home Mutual has appointed five general agents. Henry R. Giles, takes charge at Lexington, Ky. He is a native Kentuckian who has spent many years in life insurance work at Lexington connected with Kentucky Home Mutual.

W. W. Evans becomes general agent at Barboursville, Ky. He joined the company early in 1940 after a number of years' experience with other companies.

Brice West becomes Nashville, Tenn., general agent. He is a native of that state who has had many years' experience in the business, starting as agent and later being district manager.

John R. Taylor is the new general agent at Owensboro, Ky. He has had 25 years' life insurance experience in that city.

A. L. Brittain becomes general agent in Knoxville, Tenn. He has had many years' sales managerial experience and takes charge of a new agency.

Morgan to Lincoln, Neb.

Floyd Morgan, agency organizer New York Life, Topeka, Kan., has been transferred to Lincoln, Neb., in a similar capacity.

Leddon to General American

James A. Leddon, Sr., Fort Worth manager of Modern Life for four years, has joined the Fort Worth agency of General American Life. Mr. Leddon has been an App-a-Week Club member for

'Serving the West'

BUY
(*'till it hurts!*)

WAR SAVINGS
BONDS AND
STAMPS!

★
Thrift through War
Savings and Life
Insurance Helps
the Nation in war
and prepares its
citizens for peace!



four years and has served as secretary-treasurer of the Fort Worth Managers & General Agents Club and the Fort Worth Life Underwriters Association.

Engelhardt District Manager

Paul T. Engelhardt, Corpus Christi, Tex., has been appointed district agency manager of the G. Archie Helland agency Connecticut Mutual Life in San Antonio. Mr. Engelhardt went from Nebraska to Corpus Christi and without previous experience in life insurance joined Connecticut Mutual 4½ years ago. He has been a member of the "App-a-Week Club" four years and a member of the "Dependables."

The M. L. Buhler agency, 553 Oakdale avenue, Chicago, has been appointed general agent of Self Help Life of that city.

CHICAGO

FOWLER AGENCY WELL AHEAD

The Edgar C. Fowler agency of New England Mutual Life in Chicago reports a 36 percent gain in paid for business for the first four months of 1942 as compared with the corresponding period of 1941 and ranks third among all of the company's general agencies throughout the United States so far this year. Twenty-two agents qualified to attend the homecoming convention at the home office this week, six being first year men.

HONOR EDWARDS ON 26TH YEAR

Rockwood S. Edwards, Chicago general agent of Aetna Life, was showered with business in a one-day drive this week honoring his 26th anniversary with that company. He was presented 52 roses, each with a card attached bearing the agent's name, amount of business and name of applicant, the total being \$259,383 of life business.

The presentation was made by Lee E. Gleasner, Jr., chairman of the April Big Ten of the agency, who had charge of arrangements, assisted by Samuel Leeland, Jr., vice-chairman.

Mr. Edwards started with the Aetna group department at the home office in 1916, leaving in 1917 to go to war. He returned to the group department in 1919, remaining until 1925 as its secretary. Then he went to Detroit as general agent, and in 1929 was transferred as manager to the 42nd street branch in New York City. He was selected from all the Aetna's general agents in 1933 by S. T. Wattley, then general agent, when Mr. Whatley was drafted to the home office as agency vice-president.

TRAVELERS MANAGERS' OUTING

The Travelers organization in Chicago will hold a managers' outing at Lawsonia, Green Lake, Wis., June 22-24, with B. H. Groves, manager of the life and accident department, and the branch managers as hosts.

MANAGERS

Milwaukee Cashiers Elect

Alfred E. Pahlow, Old Line Life of America, was elected president of the Life Insurance Cashiers Association of Milwaukee at the annual meeting. He succeeds Joseph S. Weeks, Equitable Society. W. A. Kleinschmidt, Prudential, was elected vice-president, and Miss Irene Smith, Central Life of Iowa, secretary-treasurer.

Pacific Mutual Regional

A regional conference of 19 general agents from the middle west met with six home office executives of Pacific Mutual Life at the Edgewater Beach hotel, Chicago, three days this week. Earle S. Rappaport, Chicago general agent, acted

as chairman for the sessions, and the program was handled by Col. H. Kenneth Cassidy, San Francisco general agent. Chicago agents attended a luncheon Tuesday at which President Asa V. Call was introduced to them for the first time. Others from the home office were William G. Rothaermel, vice-president and superintendent of agencies; Jens Smith, manager of agencies; Malcolm White, manager of training; Carter Bryant, in charge of recruiting and induction, and Walter R. Hoefflin, field supervisor.

Difficulties in Recruiting

Recruiting continues to be a difficult managerial problem. Although a number of older salesmen from other lines are now available, the good ones are accustomed to fairly substantial incomes. Financing such men until they get underway is a heavy burden and considering the inevitable number who will fall by the wayside, it is nearly impossible for the general agent to come out on top under the circumstances. Generally, successful men recruited from other lines tend to find their former income level but conditions are such today that general agents feel that it is hazardous to rely on this principle.

The Life Agency Cashiers Association of San Francisco is holding an outing May 23.

INDUSTRIAL

Sims Demands Standard Weekly A. & H. Policy

Commissioner Sims of West Virginia announces that he will prescribe a standard form of weekly premium health and accident policy for use in the state. He asks the companies to select a committee to cooperate in preparing such a form and he has designated J. W. Scherr, president of Inter-Ocean Casualty, as chairman. Mr. Sims requests that the committee begin its work at once with the idea of submitting a proposed form within 60 days. Unless the companies cooperate in the project, Mr. Sims states that he will devise a standard form of his own.

Opens New Bristol Office

Mutual of Richmond, Va., has opened a district office at Bristol, Va., with L. L. Kreger as manager. He previously was superintendent in that area. President Handy personally supervised the opening of the new office.

AGENCY NEWS

Newark Agency Win Honors

NEWARK—The Newark agency of Union Mutual Life, of which Fred R. Fast is manager, won first honors in the Atlantic coast division in the anniversary campaign conducted in honor of President Rolland E. Irish's eighth anniversary.

Honor Jacobs' 10th Anniversary

Kenneth W. Jacobs, Milwaukee general agent of Connecticut Mutual Life, was honored at a dinner commemorating his 10th anniversary in that post by home office officials and members of his agency. President James Lee Loomis and George Smith were present from the home office.

H. B. Cadwell, assistant to J. Roger Hull, vice-president and manager of agencies of Mutual Life, explained the company's recent changes in personnel to the Newark agency.

Order four copies of Albert Hirst's "When a Man Dies" for \$1 from National Underwriter.

NEWS OF LIFE ASSOCIATIONS

Einstein Slated as New York Head

NEW YORK—Lester Einstein, general agent of the Einstein-Salinger agency of Mutual Benefit Life, has been nominated for president of the New York City Life Underwriters Association. He has been administrative vice-president for the last two years, and has held numerous other positions in the association. Nominations were announced at the luncheon this week.

D. H. Ward, Knight agency Union Central, was nominated for administrative vice-president and G. P. Shoemaker, general agent Provident Mutual, for public relations vice-president, with E. L. Reiley, general agent Penn Mutual, as the edu-

cational vice-president nominee. K. A. Luther, general agent Aetna Life, was renominated as treasurer.

Those nominated for directors are: C. A. Adriance, John Hancock; P. A. Collins, Metropolitan; D. B. Fluegelman, Northwestern Mutual; Elias Klein, Travelers; W. J. W. Merritt, Guardian Life of New York; P. E. Orr, Jr., Mutual Life; C. Lamont Post, independent; and H. Arthur Schmidt, New England Mutual. The election will take place at the annual meeting June 11.

Mr. Einstein began his business career in Atlanta, his native city. After leaving the naval aviation service in the last war he went to New York City and entered the life insurance business with the Ford agency of Equitable Society. He served as assistant manager from 1921 to 1937, doing both personal production and management work. In the latter year he joined the former DeLong agency of Mutual Benefit Life, where he became agency assistant in 1938.

When Mutual Benefit went on a multiple agency basis in New York City, Mr. Einstein formed a partnership with



Lester Einstein

"The Friendly Company"

THE
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LIFE INSURANCE
COMPANY

CINCINNATI, OHIO

T. W. APPLEBY, President

B. D. Salinger. The agency has made rapid progress and in 1941 won the Mutual Benefit's president's award, given to the agency having the best all-round performance for the year.

Panel Discussions Feature Iowa Card

DAVENPORT, IA.—Four panel discussions, including one on selling farmers will feature the 1942 sales congress of the Iowa Association of Life Underwriters here on June 6. The discussion on selling to farmers is expected to attract many rural agents.

The sales congress will be preceded by the association's annual meeting on Friday afternoon.

The sales congress program will be opened by John Cosgrove, Phoenix Mutual, president of the Davenport association.

The "Efficiency of Life Insurance" panel will be led by Lloyd B. Gettys, manager Mutual Life, N. Y., and president of the Davenport General Agents & Managers Association. Speakers will be: "Efficiency of Life Insurance from a Scientific Point of View," P. C. Irwin, associate actuary Equitable of Iowa; "Efficiency of Life Insurance From the Policyholders Point of View," Julian S. Myrick, vice-president Mutual Life, New York, and "Efficiency of Life Insurance Selling," William Niemann, Des Moines, general agent Bankers Life of Des Moines.

The afternoon session will open with the "Business Insurance" panel with Arthur B. Muhs, Mutual Benefit Life, Davenport, presiding. Paul Millette, tax attorney and consultant, Chicago, and Russell C. Whitney, Connecticut Mutual Life, Chicago, will speak.

Fred Schwengal, Davenport general agent American Mutual Life, will preside at the "Selling Farmers" panel. Speakers will be Robert Smyth, district manager, Equitable Society, Fort Dodge; George Reeves, Mutual Life, N. Y.; Fairfield; J. P. McMahon, general agent American Mutual, Waterloo, and J. W. Dunnette, Mutual Life, N. Y., Sheffield.

At the "Streamlined Selling" panel, Glenn Rodgers, assistant manager Prudential, Davenport, will preside. Talks are: "Visual Selling," by Jim Hack, New York Life, Peoria; "Selling 146 Lives My First Year," W. E. Lowenberg, Equitable of Iowa, Fort Madison, Ia.; "Tax Approaches," J. A. Rhomberg, Northwestern Mutual, Dubuque; "Importance of Prestige Building," Robert O. Bickel, National Life, Cedar Rapids; and "The Power of Simplicity," E. B. Thurman, Chicago, general agent New England Mutual.

COLUMBUS, O.—Harold J. Cummins, vice-president of Minnesota Mutual Life, will speak May 22 on "Life Insurance and Current Conditions."

PORT ARTHUR, TEX.—New officers are: J. W. Baker, Lincoln National Life, president; J. D. Miller, Northwestern National Life, vice-president; Mrs. Annie N. Brooks, secretary-treasurer.

J. D. Miller spoke on the qualities of the successful life underwriter on the life insurance phase of the average man's will.

BEAUMONT, TEX.—Leo A. Moll, California-Western States, was elected president; Aubrey E. Orr, vice-president, and W. M. Watts, secretary-treasurer. J. Hubert Little was elected state committeeman; A. D. Moore, attorney, spoke on legal points involved in life insurance transactions.

AUSTIN, TEX.—New officers elected are: E. D. Nolen, Great Southern Life, president; Walter F. Stecker, vice-president; Mrs. L. M. Wessenbrg, secretary; R. B. Mitchell, treasurer; J. Kinane, Lincoln National Life, national committeeman.

S. J. Hay, president Great National Life and president of the Texas Association of Life Insurance Executives, spoke on "What's the Difference?" He said the capacity to become excited about one's job is the factor that makes the difference between the mediocre life insurance man and the good salesman. E. D. Nolen reported on the USO campaign. A. F. Ashford, president of Western Reserve

Life, is chairman for Austin in that campaign.

MADISON, WIS.—New officers elected at a luncheon meeting are: S. G. Johnson, Massachusetts Mutual, president; R. M. Larson, Northwestern Mutual, vice-president; Jack Whiffen, Lincoln Life, secretary, and M. J. Dreyfus, Prudential, treasurer. C. W. Tomlinson, Bankers Life, gave a demonstration of sale of a savings plan. Plans were made for attending the state life underwriters convention at Racine May 22. E. E. Wheeler, Madison is state president.

WICHITA, KAN.—At a Mothers' Day meeting, Mrs. John Boyer, widow of a former president of the association, spoke on "A Mother's Point of View of the Value of Life Insurance." As a result of life benefits provided by her husband she has educated her sons and lived comfortably.

ST. LOUIS—H. H. Irwin, educational director of Massachusetts Mutual Life, spoke Thursday on "A Production Clinic."

Election of officers will take place in conjunction with the annual boat ride on the Steamer Admiral June 12.

PITTSBURGH—About 450 attended the annual sales congress. A sales clinic was conducted by B. N. Woodson and Ward Phelps of the Sales Research Bureau.

MINNEAPOLIS—The Minneapolis association, through its president, Ellis J. Sherman, has sent a letter to Congressman Knutson of Minnesota, urging him as a member of the house ways and means committee to work for the retention of the \$40,000 exemption of life insurance from federal estate taxes and to support the effort being made to get income tax credit for premiums paid on life insurance.

LA CROSSE, WIS.—Mrs. Adeline Funk, Northwestern Mutual, has been elected president, succeeding George C. Nixon, Central Life of Iowa. Otto Muenster, Central Life is vice-president, and Oscar Johnson, New York Life, secretary-treasurer. Lynn Van Zandt, Equitable Society, state association director, spoke on the coming Wisconsin sales congress in Racine May 23, and the National association meeting in Minneapolis next August. Fred Crosby reported on defense bonds sales efforts.

MILWAUKEE—Gifford T. Vermillion, Chicago manager of Mutual Life and for many years Milwaukee manager, spoke on "Motivating and Securing Action." President Henry Fuller announced a nominating committee to select candidates for the annual election in June, with William Kleinschmidt, Prudential, as chairman. A new committee was appointed to promote donation of blood plasma for the Red Cross.

CHIPPENNA VALLEY, WIS.—Activities of life underwriters in furthering the sale of defense bonds in industrial plants, the importance of life insurance sales to siphon off individual earnings to help curb inflation, the work of the National Association in protecting policyholders from heavy taxes proposed in Congress and the patriotic angles of selling and buying life insurance as an aid to the individual and national economic structure and financial victory for America were discussed by Earl Wheeler, Madison, president of the Wisconsin association at a meeting at Eau Claire. Officers will be elected at the June meeting. Delegates were named to the Wisconsin state convention in Racine.

AKRON, O.—Alfred L. Dern, vice-president and director of agencies of Lincoln National Life, gave an address on "The Trends, Opportunities and Future of the Life Insurance Business." He looks at the future gravely but optimistically and feels that the agent holds a serious and responsible place in the scheme of things.

President Robert P. Fitch presided and the speaker was introduced by John H. Geer, general agent for Lincoln National.

Charles Ransower, vice-president of the state association, gave a summary of the state convention held in Dayton.

The following officers were elected: President, Lloyd Hammerbeck, Connecticut General; executive vice-president, Carlos L. Allison, Metropolitan Life; vice-presidents Orville B. Spencer, Prudential; Karl F. Burns, Travelers; W. C.

Preston, Mutual Benefit; secretary, Homer E. Crain, Ohio National.

KALAMAZOO, MICH.—New officers elected at the annual meeting are: President, L. M. Wear, vice-president, Charles Fischer; secretary-treasurer, Rush Eastman; national committeeman, Scott Field; directors for three years, Ralph Richardson and Lawrence Ralph.

There was a steak dinner. Pres. Richardson and Secretary Wear reported. George Hopkins told plans for the state convention at Bay City May 22. H. Loree Harvey, state president reviewed the work and read letters from various government officials, including Sen. Arthur Vandenburg, who advised of his sincere desire to cooperate in efforts to improve the life insurance tax laws.

INDIANAPOLIS—National association members will be responsible for the sale of \$2,000,000,000 in war bonds in 1942, Lester O. Schriver, general agent of Aetna Life at Peoria, Ill., and past president of the National association said. Half of that amount will be sold by August, he said, by 18,000 National association members. These workers are on the job for the duration. Life insurance and its forces everywhere are carrying on a tremendous job of morale building, that is helping to win the war, he asserted.

PEORIA, ILL.—R. W. Frank, million dollar producer State Mutual Life, Chicago, spoke on "Keeping Abreast of Your Business," pointing out that many men who have shown signs of success have failed because they did not do the things that are necessary for insurance men to do to keep up with their business. An insurance man must know package selling, programming, settlement options, business insurance, certain legal phases of insurance and pension trusts. He must have good working habits. If he will conscientiously follow these ideas he will turn be a permanent success.

KANKAKEE, ILL.—Alan E. McKeough, Occidental Life, Cal., Chicago, past president Illinois association, gave a resume of the year's work done by the association. Miss Lorraine Sinton, Mutual Benefit, Chicago, discussed "Wives Have a Place in Prestige Building, Too." A special membership drive is being staged.

OCEOLA, ILL.—George Martin, Mutual Life, is the new president.

NEBRASKA—The annual state meeting will be held in Lincoln June 6, with business meeting and election in the morning and a sales congress in the afternoon. Among speakers will be Henry Doedendreke, editor "Insurance Magazine," Kansas City; Tom Reed, national committeeman from Oklahoma; Herbert Hedges, Kansas City, National association secretary; Director Fraizer of Nebraska, and G. A. Harper, Des Moines, agency superintendent Bankers Life of Iowa. F. H. Eldredge, Hastings, will preside as president.

BLUE VALLEY, NEB.—Officers elected at the annual meeting at Fairbury were: President, C. M. Burnett, Metropolitan, Beatrice; vice-president, J. M. Kelly, Bankers Life of Iowa; secretary-treasurer, E. A. Overbeck, Metropolitan, Beatrice.

Distributes \$1,000 in War Bonds

Nearly \$1,000 of war bonds were distributed by Franklin Life as prizes in a campaign in celebration of its 58th anniversary.

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LEGAL RESERVE FRATERNALS

Dr. Laframboise New Canadian Head

Dr. J. M. Laframboise, Union St. Joseph de Canada, was elected president of the Canadian Fraternal Association at the annual meeting in Niagara Falls, Ont. Past president is Robert Lewis, Toronto, Sons of Scotland; honorary president, Dr. Hector Cypihot, Montreal, Alliance Nationale; vice-president, Frank E. Hand, past president Independent Order of Foresters, Toronto; secretary-treasurer, Clair Jarvis, London, Ont., Canadian Woodmen; councillor, R. Leighton Foster, Toronto; and representative on the executive committee, John T. Butkovich, Croatian Fraternal Union.

Mayor George L. Inglis of Niagara Falls welcomed the association and Dr. Cypihot responded. H. D. McNairn, Ontario superintendent was unable to speak as scheduled, but G. D. Finlayson, Dominion superintendent, gave a brief address. E. W. Thompson, commander Maccabees, talked on "International Brotherhood."

Among notables attending were T. R. Heaney, president National Fraternal Congress; A. C. Powell, field superintendent Canadian Order of Chosen Friends; Mrs. Mary Baird, Dominion Supervisor Woman's Benefit; M. J. Smith, honorary treasurer Canadian Life Insurance Officers Association; Alex O. Benz, president Aid Association for Lutherans and past president National Fraternal Congress; W. W. Dunlop, past supreme chief ranger Independent Order of Foresters; J. P. Valerand, actuary L'Alliance Nationale.

At the banquet, W. J. McCulloch, foreign editor Hamilton, Ont., "Spectator," gave a stirring account of the war as he saw it. British Isles defense, and the significance of Dunkirk, and lauded Prime Minister Churchill.

Departments Plan to Appeal Ruling Society Is Solvent

LOS ANGELES—The Arizona department is preparing an appeal from the decision of the lower court at Phoenix, Ariz., in the case of the Alianza Hispano-Americana of Tucson. The lower court ruled the society was not in such hazardous condition as to require it being placed in conservation.

Because about 60 percent of the business is in force in California, Donald Luckham, administrative assistant of the California department, is assisting the Arizona attorney-general in preparing papers for the appeal. In addition to Mr. Luckham, a representative of the Colorado department is assisting. Both appeared at the original trial as assistants to the attorney-general.

Factually, six points of error on the part of the lower court will be made part of the initial brief on appeal.

The society was founded in 1894. It has been on American experience 3½ percent basis since 1938 for all new issue. It is licensed in Arizona, California, Colorado, New Mexico, Texas and Wyoming. Its assets are under \$1,000,000 and insurance in force slightly over \$9,000,000. Mortality has been very high, ranging up close to full expectancy.

Large April Production Total

Modern Woodmen sold \$1,267,829 of new adult business in April and \$1,034,000 new junior business. The month wound up a "Victory" campaign in which war stamps and bonds were prizes to field representatives for record production. Total new business produced in the campaign was \$4,734,004, of which new adult business was \$2,735,504.

Texas Fraternalists Have Big Mass Meeting

Close to 3,000 fraternalists attended the Dallas mass meeting during National Fraternal Life Insurance Week, Lena A. Shugart, Garland, Tex., president Texas Fraternal Congress, reported. Judge T. L. McCullough, president Praetorians and past president National Fraternal Congress, spoke briefly and introduced Farrar Newberry, secretary W.O.W., Omaha, vice-president N.F.C., who gave the principal address on "The Relationship of Fraternalism to the National Emergency."

A number of service officers spoke including Col. C. A. Dougherty, Lieut.-Col. F. W. Steffen, Lieut. Commander Barry Holton, Major N. B. Barkley, marine corps, and Major B. F. McLain of the Texas defense guard. The gathering was devoted to methods of preserving the democratic form of government.

Mr. Newberry said the only question was whether the state or the citizens should be the master. He called on the 30,000,000 members of legal reserve fraternals organized in 265,000 local lodges to exert their strength in a three-point program of doing some constructive work, not procrastinating and functioning as Americans and not purely as fraternalists.

Royal Neighbors Making First Dividend Distribution

Royal Neighbors for the first time in its history will pay a dividend on certificates for the year ending April 1, 1943, to adult members whose certificates became effective after April 1, 1940.

Approximately \$350,000 has been set aside for the purpose and it will benefit about 180,000 members. Economic management, favorable mortality experience and a good investment record made possible the dividend distribution, Grace W. McCurdy, head of the society, stated in making the announcement.

Fraternal Actuaries Meet in Chicago June 3

The program for the meeting of the Fraternal Actuarial Association to be held at the Edgewater Beach hotel, Chicago, June 3, just preceding the meeting there of the American Institute of Actuaries, was announced this week by J. D. Reeder, Aid Association for Lutherans, president.

In the morning session Richard A. Anderson, actuary Protected Home Circle, will discuss "Distribution of Surplus by Fraternal Societies." G. S. Ling, actuary Royal Neighbors, will talk on "The Practical Application of Punch Cards to the Payment of Dividends." L. M. Rosenthal, assistant actuary Aid Association, will take up "Streamlined By-laws for Fraternal Benefit Societies."

After lunch Ralph E. Lane, statistician of Flitcraft, will develop "A Workable Hyperbolic Formula for Cash Values," and Joe McCormick, chief actuary Wisconsin insurance department, will discuss "Substituting a Gain and Loss Exhibit for the Valuation Report of a Fraternal Society."

After a short business session the association will adjourn to permit members to attend the American Institute sessions June 4-5 at the Edgewater.

Irvin W. Smith, A.O.U.W. of North Dakota, is association vice-president; Eugene H. Pakes, Woodmen Circle, Omaha, is secretary, and James A. Blaha, Woodmen Circle, is treasurer.

Oregon Congress in Session

PORLTAND, ORE.—Mrs. Leora Gonsalves, president California State

Fraternal Congress, and T. J. Ivers of the Washington State Fraternal Congress addressed the annual convention of the Oregon State Fraternal Congress. Mrs. Minnie Hiner, secretary-treasurer Presidents Section, National Fraternal Congress, spoke on "Seven Billions of Defense Protection on American Homes by Fraternal Insurance Societies."

New Officers Are Elected

BOSTON.—New England Order of Protection at its annual meeting here elected these officers: Supreme warden, H. C. Woods, Stoneham, Mass.; vice warden, C. B. Crozier, Lexington; secretary-treasurer, W. B. Power, Marblehead; chaplain, Alice M. Brent, Manchester, N. H.; trustee, J. J. Madden, Roxbury, Mass.; guardian, Nellie C. Cohane, New Haven, Conn.; sentinel, Elizabeth Coolidge, Revere, Mass.; guard, J. W. Smith, Malden.

Mo. Congress Meets Oct. 8-9

The Missouri Fraternal Congress will hold its convention Oct. 8-9 in the Continental hotel, Kansas City.

J. A. Doubles, Greensboro, N. C., Modern Woodmen; Miss Esther Koenig, Aid Association, and Mrs. Lula DuBose, state manager of South Carolina for Woodmen Circle, have been awarded the **Fraternal Insurance Counsellors** degree by the Fraternal Field Managers Association.

NEW YORK

REVISING PROSPECTING METHODS

Problems of selling today's life insurance market were discussed by I. G. Roos, production manager of the Joseph agency of Home Life of New York, in a talk before the Queens County Brokers & Agents Association. Mr. Roos said that in servicing policies today greater importance should be given to having common disaster clauses incorporated in contracts and in arranging for the proper settlement options. The agent must make changes in his prospecting methods and do night work in selling defense workers. In recruiting, greater attention is being given to inducting older men and bringing women into the business.

MANAGERS OUTING AT MAMARONECK

The New York City Life Managers Association will hold its annual outing June 4 at Winged Foot Golf Club, Mamaroneck. Because of war conditions there will be no prizes and expenses will be held to a minimum.

MUTUAL LIFE'S MAGAZINE

The first issue, dated May, 1942, of the "Mutual Circle," new monthly employee magazine of Mutual Life of New York, is now being distributed to salaried employees in the home office, in the agencies, and in the armed forces. The new publication is issued under the auspices of the Mutual Life Association, organization of salaried personnel, and is edited by W. S. Story.

O'DONNELL BROKERAGE MANAGER

A. T. O'Donnell has been appointed manager of the brokerage department of the Hoey & Ellison agency of Equitable Life of Iowa in New York City. He has been with the agency for the last two years. He succeeds Carl Werner, who is now in the army. Mr. O'Donnell has been in the life and general insurance business for more than five years. He

will be assisted by Miss Georgette Theuerholz, who will handle the mathematical work.

URGES ACTION, NOT WORDS

Although life insurance policyholders are the largest denomination in the United States, they do not know enough about the business to come to its support when it is attacked, William Enright, assistant business news editor of the New York "Times" declared in a talk before the New York Life Supervisors Association.

Life insurance companies never reflect what people are thinking about. They do not appear to be aware that a war is going on because they do not tell people about it and what they are doing for the good of the nation, Mr. Enright said. Intelligent advertising talks about "you" and not "us." He criticised the life insurance public relations program as being aimed at words instead of action. The companies fail to look at facts realistically.

Life insurance men are fortunate because there are no restrictions or priorities to affect the sale of their product.

The next meeting will be the annual outing and golf tournament in Westchester county June 10.

Va. Housing Project Approved

RICHMOND—Application of Metropolitan Life for authority to construct an \$8,500,000 apartment building project in Alexandria, Va., has been approved by the state corporation commission. The development will be carried out under an act of the 1942 legislature authorizing life companies to invest in such properties in the Alexandria, Richmond and Norfolk areas. The Alexandria project will provide 1,700 apartments with 7,070 rooms and is designed to relieve an acute shortage of moderate-cost housing in the area.



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Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller Frances D. Partridge
Supreme President Supreme Secretary

Port Huron, Michigan

Latest Policy Changes

By JOHN H. RADER

The National Underwriter is the only weekly insurance newspaper providing its readers with important last minute policy and dividend changes. Compiled by John H. Rader, National Underwriter statistician, these weekly reports supplement the data contained in the Little Gem, published in March at \$2.50 a copy, and the Unique Manual-Digest, published in May at \$5 a copy.

Industrial Convertible Term Policy Is Issued by Eureka-Maryland

A new industrial convertible term policy, the proceeds of which are payable in 10 equal monthly instalments in units of \$25 each, is being written by the Eureka-Maryland. The policy is written for a period of 20 years, but will not extend beyond the anniversary date of the policy immediately preceding the assured's 60th birthday, the policy expiring at age 60 for ages over 40. A maximum of four \$25 units will be accepted. At any time within three years of expiration, conversion may be effected to regular industrial life or endowment for an amount that the weekly premium previously paid will purchase at the then attained age of the assured, without evidence of insurability, and the reserve credited toward the payment of premiums on the new policy.

If the policy is for two or more income units, the privilege is granted to change to an ordinary form of \$500 or more upon evidence of insurability. Credit is given for a full 52 weeks upon payment of 47 weeks premiums.

Weekly premiums at age next birthday for a unit of \$25 are as follows: 10-14, 6 cents; 15-20, 7; 21-23, 8; 24-26, 9; 27-29, 10; 30-32, 11; 33-35, 12; 36-37, 13; 38-39, 14; 40-41, 15; 42-44, 16; 45-46, 17; 47-48, 18; 49-50, 19; 51, 20; 52-53, 21; 54, 22; 55, 23 cents.

Manufacturers' Rates Up on Single Premium Contracts

Manufacturers Life of Canada has increased premium rates for all single premium life and endowment plans, both participating and non-participating. Sample rates follow:

Age	Participating		Non-Participating	
	10 Year	15 Year	10 Year	15 Year
10	\$366	\$994	\$813	\$281
15	396	994	814	310
20	429	995	814	342
25	465	995	815	378
30	505	995	816	419
35	551	995	818	465
40	601	997	822	516
45	655	910	828	571
50	711	914	839	631
55	767	921	854	693
60	823	930	875	756
65	875	944	902	817

Baltimore Life's New War Clause

Baltimore Life has liberalized its war clause. Under the new clause war caused deaths of those in the military or naval service in time of war are excluded. Secretary Henry E. Niles in a message to the field states that under this clause a soldier, for instance, who is killed by an accident while home on leave would be covered, whereas he would not be covered under the former clause. Mr. Niles states that Baltimore Life cannot state definitely exactly what deaths will be interpreted to be the result of war or of service in the armed forces but he expresses the belief that the company will be liberal in deciding borderline cases in favor of the policyholder. The new clause also excludes war caused deaths of civilians outside the United States proper and Canada. The new clause eliminates the aviation risks except as to fare paying passengers under usual conditions.

Owners of policies with former war clauses attached may have the new clause substituted for the old.

Union Central Will Revive Clauses Voided by Service; Issues New Term Form

Union Central Life is pushing the sale of a new term policy issued on the five, 10, 15 or 20-year basis and in the minimum amount of \$10,000. The age limits for five and 10-year term are 21-60; 15-year, 21-55, and 20-year, 21-50. There is no conversion privilege and the rate is \$2 per thousand less than the corresponding premium on a convertible term policy, at all ages.

The rate at age 25 for the five-year plan, \$10,000 amount, is \$96; 10-year plan \$98.40; 15-year, \$100.50, and 20-year, \$105.40.

At age 30, the corresponding rates are \$101.40, \$105.10, \$110 and \$116.50.

At age 35, they are \$109.60, \$115.70, \$123.90, \$135.80; age 40, \$123, \$133.40, \$148.60 and \$169.40. At age 45, they are \$146.20, \$165.90, \$192.60 and \$226.50.

At age 50, the rates are \$190.50, \$224.80, \$268.20 and \$320.20.

Union Central Life announced a rule governing reinstatement of disability benefits which may be voided by war service. While no contract right exists for restoration of annuity and waiver only disability clauses terminated by such service, Union Central rules they may be put back in effect, subject to satisfactory evidence of insurability not earlier than six months after discharge from service if the application is made not later than 18 months after discharge. The same provisions that were voided will be restored subject to this rule.

Another new rule affects an applicant who qualifies for standard ordinary life or ordinary life calling for an extra

premium due to occupation, or a single or annual extra premium due to medical impairment. The company will be willing to issue a nonconvertible term policy with the same extra premium in such cases but not any term plan with substandard extra premiums.

Policies may not be changed to a plan which was discontinued prior to the request for change unless the policy contains a specific agreement for exchange to such a plan.

Equitable, Ia., Announces

"Seventy-fiver" Policy

DES MOINES—Equitable Life of Iowa has introduced a new policy which fits into the new market created by the defense efforts and is based on participating endowment at 65. It is called the "The Seventy-fiver" and ties up with the company's 75th anniversary this year.

The annual premium is \$75 in each case, the amount of insurance varying according to age at issue, but being greater in most cases than the company's present average size policy.

The settlement suggested to the beneficiary is an income of \$75 a month beginning at insured's death and payable as long as proceeds will last. The period of income, of course, will vary according to amount of insurance purchased, which varies according to age at issue.

Since the policy will mature at age 65 for its face amount, \$75 monthly income will be available to the insured for the same period of months as it is available to his beneficiary in case of his death before age 65.

The policy fits into the defense worker program because many in this group have found their gross and even net income increased, because greater taxes and living costs have not been sufficient to absorb the added funds.

Under the new policy the premium is not so high that it will interfere with the prospects other investment responsibilities, nor so low that it will not accumulate reasonable equities in early policy years.

Little Gem Correction

Page 590 of the 1942 Little Gem Life Chart shows the Pacific Mutual annuity

rates as being those carried in table 31. The reference should be to table 21 which appears on page 595.

Ky. Home Mutual Rates Rise

New increased premium rates and new plans were announced at the agency conference of Kentucky Home Mutual held in Louisville. L. C. Cortright, vice-president and actuary, outlined the changes in the new rate book. Rate revision, he said, was due to interest rates dropping sharply during the last few years. He stated the new rates will maintain Kentucky Home Mutual's competitive rate position.

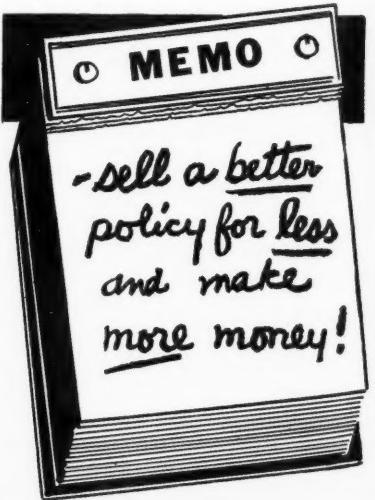
Kentucky Home Mutual Life has brought out a revised war clause. Excluded is death occurring outside of the "home areas" while the insured is in the military, naval or air service of any country at war or in any non-combatant auxiliary unit. Home areas are defined as United States proper including the District of Columbia, Canada, and any point at sea within three miles of such land. Also excluded is death, wherever occurring, within two years from date of termination of military service if caused directly or indirectly by any injury or disease suffered while the insured was engaged outside of the home areas in military service. All deaths in connection with aviation training or military aviation are excluded.

Premiums paid or reserve, whichever is greater, will be paid in event of death under the excluded conditions.

Miss Snow Health Supervisor

Miss Helen B. Snow of Newark has been appointed southwestern territorial supervisor of Metropolitan Life's public health service. She will supervise Oklahoma, Nebraska, Kansas, Iowa, Missouri and Arkansas.

Miss Snow graduated last January with a B.S. degree from the University of Michigan, where she majored in public health.



SUCCESS IN CO-OPERATION

We choose the wise long-range policy of building and sharing with our Agents, through our Lifetime Increasing Income Plan:

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2. Lifetime service commissions.
3. Extra compensation for preferred business.
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6. Saleable Policy Contracts with unique features.
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Sales Ideas and Suggestions

"Flowers and Sunshine" Type of Selling Ineffective Now

BUFFALO — With news of war's death and destruction dulling the public's sensibilities, the "flowers and sunshine" type of sales talk will make "as little impression on people today as a single aspirin on a rum-soaked bum," according to L. J. Zettler, superintendent of agencies, Great Eastern territory, Metropolitan Life, who addressed the New York State Life Underwriters Association sales congress here.

"Agents will have to get down to essentials in canvassing—call a spade a spade—yes, back the old black wagon right up to the door, if you will," he declared. "For years now we have thought that our canvasses should only hint at death, that we should merely 'suggest' what might happen if the breadwinner were taken away. Any graphic mention of death was considered poor taste. But today death and destruction are before our eyes, our prospects hear it over the radio, they see it daily in the papers, on billboards, in the movies—here a thousand men killed, there 10,000. Here are ship survivors, even women and children, of ships sunk not 500 miles from this very spot; there are stories of atrocities committed by the Huns and Japs."

Help Prospect Face Facts

"It is our job to help the prospect face the facts: Taxes are high. They will be higher. Some jobs may be insecure. Some men are leaving for the service, probably more will follow. But as long as the breadwinner lives he will see that his family gets along somehow. He always has. In the early 1930's we thought the end of the world had come, but it hadn't. The sun still comes up every morning. But what if the prospect dies—what then? 'Concentrated energy' provided today will see his family through tomorrow."

If a man says he won't buy until after the war, Mr. Zettler advocated asking him what we are fighting for, and when he responds, as he usually will, that it is to make freedom and democracy secure, the agent should say, "But it would be a hollow victory to your widow and children when our troops march into Berlin and Tokyo if your own little boys and girls were ragged and hungry."

Selling Won't Be Easy

Mr. Zettler emphasized that selling under wartime conditions will not be easy. It is going to require longer hours—at selling. Not only is this desirable as a stimulant of the agent's own morale but "we shall find increasingly that business men will not have time for lengthy luncheon engagements, long office appointments and because we shall have to adjust our time to the convenience of shop workers with irregular hours."

"I believe we have got to brush aside some of our previous goals and aims," he said. "Instead of our thinking revolving around the premise that success should be measured in terms of how few interviews it is possible to conduct to secure sufficient sales to make a living, we must plan to work harder than we ever have before. There is no question but that we shall encounter stiff sales resistance in many cases. Many people are upset today. Strength and forcefulness on our part are necessary to overcome buying objections."

Mr. Zettler also mentioned what the life insurance business has done in Canada, the probable postwar market for life insurance and the part that life insurance men are playing in the sale of war bonds and life insurance which leads to investments by the companies in government bonds.

To sell larger policies in face of the war tax situation and the trend towards relocation of wealth, increases the challenge to the agent and requires more analysis, more prospecting, more plain work to still locate the nuggets in the shifting strata of our national setup, Henry W. Hays, Massachusetts Mutual million dollar producer from Rochester, N. Y., pointed out. Confessing that he has lost more large cases than he sold, Mr. Hays said he learned more and progressed farther from business that never materialized than from that which he obtained. "After losing a case, if you will be perfectly honest with yourself and analyze the reasons for your failure, you are on the road to progress. After writing business, review what you did, the steps you took, and the motivating appeal that put the sale over, and you will be on the right track."

Increase Premium to Round Number

The effective method used by service station men in selling \$1 worth of gasoline instead of five gallons can be applied successfully in life insurance. If the prospect agrees to buy \$3,000 of insurance for example, and the premium is \$63 it is worthwhile to suggest: "Let's make the deposit \$100 which will give you \$4,760 protection." The majority of prospects would just as soon have a round number premium of \$100 as they would \$63, and it makes no difference in issuing the policy. It is possible to increase annual production by over 50 percent by employing this simple plan, according to Mr. Hays.

In order to obtain larger policies it is necessary to deliberately solicit prospects with sufficient income to pay larger premiums. The sale of business insurance provides the simple way of increasing production. Men are inclined to think in larger terms about their business than they are in viewing their own affairs so that business insurance policies are for higher amounts.

Taxes Blessing to Agent

Taxes have never been as great a problem as they are today, Mr. Hays pointed out. Agents should make a study of taxes in order to be prepared to help solve tax problems with life insurance. Taxes may be a curse to individuals with substantial income but they are a blessing to the insurance salesman who knows how to take advantage of the situation and thereby sell larger policies.

Men buy life insurance because there is somehow planted in their mind a picture of a set of circumstances entirely different from the set which exists today, Clancy D. Connell of the Clancy D. Connell Agency of Provident Mutual Life, New York City, and trustee of the National association, stated.

Mr. Connell strongly recommended "experience stories" for overcoming the resistance of the average buyer. Sometimes this picture is the result of a death within the immediate family or of a business associate. Many times it is because of a vivid, compelling picture painted by the agent who describes the true story of the services of life insur-

ance as illustrated in the lives of other average people. These stories will get the prospect to desire the services that life insurance can render more than he desires the material things of today.

Opportunities for Sale of Business Cover

Pointed Out by Sackheim

Sales opportunities in business insurance were pointed out by Sol Sackheim, agency supervisor Great West Life, Chicago, before the Life Agency Supervisors Club of Chicago. The reason more agents do not sell business insurance is that they are afraid of it, he stated. They feel drafting agreements and making arrangements for paying premiums and other details are too much for them. However, it is not necessary to have agreements drawn up until after the sale and they should be left to an attorney.

Raises and Solves Problems

Small businesses need coverage even more than large ones because the latter usually have reserves upon which to draw in case of emergency. Business coverage is especially needed in partnerships because life insurance provides the only way the small business can raise money to offset the loss or to

buy out a partner in case of his death.

In selling business insurance the agent follows the same line of procedure as in selling personal insurance. He brings up the problems faced by the business, discusses them and points to their solution. Prospects should be told that it is more sensible to agree at the present time regarding the disposition of a business rather than to wait until a partner dies. Partners usually do part of the work so the death of one not only creates a problem regarding closing out of his interests but the problem of replacing his services as well. One advantage in selling business insurance is that it provides a satisfactory plan for both the survivor and the deceased, taking care of the interests of both.

For practical purposes close corporations are really partnerships as a large part of the estate of the owners is usually an equity in the business. The creation of a readjustment fund or stock retirement plan relieves the shock of death of one of the principal stockholders. Today key men insurance is a great deal easier to sell, according to Mr. Sackheim. In view of the draft situation, business men are particularly concerned with the problem of management personnel.

C. E. Lindstrom, assistant manager Travelers, asked cooperation in the U.S.O. drive.

Wants Premiums Free of Income Tax

(CONTINUED FROM PAGE 1)

the armed forces of the Dominion and the elimination of the unproductive agent.

Cites Ban on Men 17-45

At present, Mr. Parker said, no man may be inducted into the business between the ages of 17 and 45. New men must be able to produce a birth certificate, a certificate of discharge from the armed services, a certificate of rejection from the armed services, or a permit from a selective service official which is practically impossible to get. No transfer may be made from one company to another without a permit and a permit is required to transfer from office to field work. An agent may not transfer from part time work to whole time work. Conditions are such that there is a lot of thinking about the man over 45.

Recognizing the importance of life insurance to the average American's lifetime financial program, legislation to permit limited deduction before income taxes for premium payments was recommended by Roswell Magill, former under-secretary of the treasury and now professor of law at Columbia University and a trustee of Mutual Life of New York.

Mr. Magill held that the deduction should be limited to a definite percentage of income to prevent its use in unjustified cases for deliberate tax avoidance.

"Under present conditions," he said, "the middle class individual will have little income left after payment of living costs and income taxes. Because of existing tax schedules, however industriously he saves, he cannot build up much of a competence for his dependents."

Fears Breaking of Tradition

"Life insurance is almost the only way we can now assure protection of his family. Hence, unless something is done to enable him to carry adequate life insurance protection, the American tradition of individual provision for one's dependents may be broken down,

with great loss to the country as a whole. The preservation of life insurance is as important as that of the religious and charitable institutions.

"From the government's standpoint, it seems entirely logical that investment in life insurance should be encouraged because, like the purchase of war savings bonds, it tends to reduce the possibility of inflation. The money that goes into life insurance premiums is not used for consumption, but for investment in government and industry. As a matter of aid to the country's war effort, it is about as good an expenditure as could be made."

The speaker pointed out that through the years the government has given "strong sanction to insurance through the methods of taxation which have been employed." He referred specifically to the \$40,000 exemption of proceeds of insurance policies in the computation of estate taxes and the exemption of proceeds of policies paid under settlement options from income tax.

Money spent for insurance, he declared, "contributes directly to the war program in that the insurance company which receives the premiums will invest a large portion of them in government bonds. Furthermore, money invested in insurance in no way contributes to the forces causing inflation."

Federal Taxation Measures

Federal taxation measures are being designed, he added, to restrict the portion of individual incomes which will be available for consumption and for saving. He said that the purpose of the restriction is twofold:

"First, to provide the Treasury with a considerable share of the money required for government expenditures and, second, to reduce the likelihood of serious inflation by eliminating some of the money which otherwise would be actively used in bidding for the reduced amount of goods available for purchase."

"Although it will thus be more difficult for men to purchase insurance, the need for insurance is increased by the

very weight of the tax burden." After the war, it seems reasonable to assume that there will be a considerable period in which taxes remain at the same approximate level because of the tremendous peacetime adjustments which will be necessary in this and other countries and the large service charges on the national debt.

As a people, Americans are tenacious of their freedom and institutions, and it is chiefly for this reason that Mr. Magill believes that they will not become regimented, because "we so much want to be a free people."

He said that the insurance provisions in regard to estate tax should be clarified. When a man gives his wife the premiums for a policy to which she has the incidents of ownership, the premiums could well be subject to a gift tax but the proceeds should not be subject to estate tax.

Pension Trust Questions

In reply to questions, which were largely on the subject of pension trusts, he stated that the Treasury felt that they were being utilized too freely by prosperous industries for the benefit of small groups of individuals. A pension trust should cover a large class of employees and be irrevocable in so far as the company is concerned. With a twinkle in his eye, Mr. Magill said that by the nature of the questions which were asked it is evident the pension trust is doomed because it is viewed as a vehicle for tax avoidance.

The trouble with the proposal that life insurance should be tax exempt when it is earmarked for the specific purpose of tax payment is that it would enjoy a special distinction. Why should not defense bonds be exempt for a similar reason?

There is not much likelihood of the \$25,000 income ceiling passing at the present time, Mr. Magill believes, but "what we will come to in a year or so, I don't know." Actually, a minimum income of about \$60,000 is needed on the present tax basis before the proposed \$25,000 ceiling would take effect, so it is largely a matter of discussion.

Readjustment Period

Further drastic controls will have to be adopted and all controls retained after the end of the war for at least a readjustment period, if America is to avoid dangerous inflation, it was asserted by Mr. Hansen. "In addition to the price ceilings now adopted," he said, "we shall probably have to go much farther and adopt wage freezing, apply much more drastic reduction of purchasing power through taxes than even now proposed and soon come to universal compulsory savings. Today, we are in the same danger as in the middle of 1916, when the sharp price inflation of World War I began. Conditions are much more aggravated than then and it will require a sweeping program to prevent serious inflation."

Hansen said that thus far we have escaped almost wholly inflationary tendencies, the price rises experienced up to now being primarily readjustments in certain fields where prices had been abnormally low. "There is today a better balance in the price structure than for 10 years and much better than during the last war," he continued, "but the war production program promises for the year ahead a reproduction, on a much sharper scale, of the inflationary conditions of the last war, unless controlled."

Controls Will Be Needed

If we assume that we can drop all our controls at the moment hostilities cease, he further said, we ignore the fundamental conditions, for such action would certainly bring about a violent price inflation, this time on a vastly bigger scale than at the time of World War I.

Concerning the economic and political conditions which will follow the war, Hansen predicted that we shall have at the same time an extensive boom in one part of our economy and a sharp depression with severe unem-

ployment in the other half, unless precautionary steps are taken to avert the latter.

"There is no reason to believe that we are going to be impoverished by the war, or that our standard of living will be lowered by it," he continued. "There is no reason why we should not have a higher standard of living and higher level of prosperity than ever before in our history. The productive capacity exists, technological improvements are enhancing the value of existing plant capacity, we shall be entirely debt free internationally and internal debt has no essential relationship to changes in standard of living. One of the amazing things in history has been the amazing rapidity with which countries recover from war and in Europe after the last war, the standard of living was materially higher in the '20's than it had been in 1913."

Post War Depression

"Sooner or later, however, we shall be confronted with a great post-war depression, not necessarily related to war, but another of the periodic recessions which we have experienced for over 100 years. Our economy is one of the most unstable in the world, more widely fluctuating than that of any country in Europe. We are reaching a state in our life when it is not possible for our societies to tolerate these depressions, with their ensuing chaos. We are much more sensitive to the shock of depression than formerly, because of our highly urbanized society, in which it is no longer possible for large masses of unemployed persons to get even food, as they could under a rural society. Also, there is a tendency for our depressions to become worse, as our standard of living becomes higher, cessation in buying causing much wider dislocations in the whole production plan and national economy."

To meet future periods of depression, Professor Hansen suggested that there will be a general development of government replacement of private investment during periods when the latter recede sharply, in order to sustain production and avert the sharp readjustments. "The time is coming," he said, "when business men instead of being skeptical at government investments, will be skeptical of their government if it does not adopt such a program to balance the national economy. If such a program is boldly pursued, then private outlays would not fall as sharply as otherwise. If confined to areas of public interest, such as rural development, housing and highway improvement, there is no conflict with private enterprise and the latter is, in fact, stimulated in many ways."

Rise in National Income

As long as there is a rise in national income, there is nothing to fear from a large national debt. National income has been rising 4 percent per year the past 100 years and although it may not be expected to rise as much because of the stabilizing of the population, a continued rise may be expected. It is the "height of folly" to retire the debt in a period of unemployment and to do so will only cause a decline in national income.

The record that life insurance has made in the last 10 years is an astounding one. It cannot continue to grow at the same rate as it has in the past 30 years. It will reach a point where the benefits tend to approximate premiums. At the present time, he said, the business must more or less mark time. The nation should go in heavily for war savings bonds and stamps.

Latin-American Relations

Mr. Rovensky urged all Americans to join in the job of promoting good relations with South and Central America, the success of the national program being entirely dependent on whole-hearted cooperation of everyone. He said that there are two jobs ahead in our Latin American relations, first the winning of the war and, second, development of a cooperative post-war

program by which all of the Americas, working together, will develop the great opportunity ahead. "In the days ahead," he said, "we must cooperate unselfishly, contributing freely of finance, materials, skill, knowledge and experience. There is a great panorama of opportunity in the trade and production of the future in these Latin American countries, but whatever is done must be totally removed from even accusation of exploitation."

Hope was expressed by Carl M. Spero, president of the New York chapter, and W. J. Dunsmore, Equitable Society, general chairman, that the forum would eventually become a national feature with the help of the National chapter and last two or three days. Attendance was over 800, numerous communities outside of New York being represented.

There were many distinguished guests, including: Dr. S. S. Huebner, president, and Dr. David McCahan, dean of the American College of Life Underwriters; John A. Stevenson, president Penn Mutual Life; A. E. Patterson, executive vice-president Mutual Life of New York; J. A. McLain, president Guardian Life; F. L. Jones, vice-president Equitable Society; H. M. Stewart, second vice-president Prudential; L. D. Meredith, treasurer National Life of Vermont, and M. A. Linton, president Provident Mutual. The program was prepared by a committee headed by A. J. Johannsen, Northwestern Mutual, who presided.

N. Y. State Body Rally at Buffalo

(CONTINUED FROM PAGE 3)

Mutual, Buffalo, won first prize, \$5. Second award, \$3, went to C. J. Zimmerman, general agent Connecticut Mutual, Chicago, and third prize of \$2 to Sidney Wertimer, manager Prudential, Buffalo. By the time the contest was over the meeting was in an uproar. Mr. Power made the point that all the hammers were identical, as were the nails, while the timber was uniform throughout, hence there could be no alibis for not being the first to finish.

Another speaker, Joseph M. Gantz, Cincinnati, general agent of Pacific Mutual Life, asserted that "life insurance is irrevocably linked with the American way of life . . . it provides the security of the family and the individual and serves as protection for those at home who are supporting the men behind the gungs."

Other speakers were A. Gordon Nairn, field supervisor Life Underwriters Association of Canada; L. J. Zettler, superintendent of agencies, Metropolitan Life, and Miss Beatrice Jones, president of the New York City Life Underwriters Association.

Participating in a sales clinic were Henry W. Hays, Rochester, Massachusetts Mutual Life; Lloyd G. Patterson, New York City, general agent Massachusetts Mutual; Claney D. Connell, New York City, general agent Provident Mutual Life; Paul C. Sanborn, Boston, Connecticut Mutual, and Clay W. Hamlin, Buffalo, general agent of Mutual Benefit Life, who conducted the clinic.

Effect of War on Canadian Operations

(CONTINUED FROM PAGE 3)

affording immediate pleasure and use as compared with protection, which is a provision of the future.

In spite of the increase in new business there has been in Canada a very decided decrease in the number of agents and contracts in force. The number at the end of the year was 6,265 as compared with 6,500, Aug. 1, 1941, and 8,386, Aug. 1, 1938. The number of industrial agents was 2,778 as compared with 2,789, Aug. 1, 1941, and 3,014, Aug. 1, 1938. The

Kavanaugh Defies Civil Service Order as to Soldier

DENVER — Commissioner Kavanaugh of Colorado has refused to comply with an order of the state civil service commission that he require Henry F. Ries, former associate actuary of the insurance department, to resign rather than taking a leave of absence while in the army. Mr. Kavanaugh expresses indignation at the action of the commission which takes the position that Mr. Ries is not entitled to a leave because he was a provisional employee.

For weeks Mr. Kavanaugh states that he tried in vain to have the civil service commission give Mr. Ries and also the actuaries of the department examinations for permanent positions because both of them were likely to enter the armed forces soon. One of these men has been a provisional employee for 2½ years and the other for nine months.

"Having refused to give the requested examinations you now demand the resignation of Private Ries," Mr. Kavanaugh wrote to the commission. "Of course your records show that Mr. Ries' state salary stopped weeks ago."

Mr. Kavanaugh states that this order of the commission means that any provisional employee of the state who enters the armed services is an outcast from his job, present and future. He must resign or be discharged.

"Please be advised that this edict will be utterly disregarded by the insurance department so long as I am commissioner," Mr. Kavanaugh wrote. "Any soldier fortunate enough to return from the war will find his job awaiting him, regardless of any bureaucracy. This, whether he be certified or provisioned employee."

decrease in the number of industrial agents, he said, was less than for ordinary, possibly because of the constant necessity of collecting established debts which would at all times require a fixed number of agents and also because of the growth in the sale of monthly ordinary business through industrial agents.

Employment Order Issued

As of Dec. 31, there were 3,827 full time ordinary agents contracts in force as compared with 4,010, Aug. 1, 1941, and 5,482, Aug. 1, 1938. Brokerage or part time contracts were 2,438 as compared with 2,490, Aug. 1, 1941, and 2,884, Aug. 1, 1938. Mr. Parker does not think that there has been any switching to brokerage contracts. In fact, in some of the provinces it is a condition of the licensing law that a man may represent only one company. On March 23, an order-in-council was passed prohibiting the employment of men between ages 17 and 45 in certain restricted occupations. Included in this list were salesmen and the order has been interpreted to apply to life insurance salesmen.

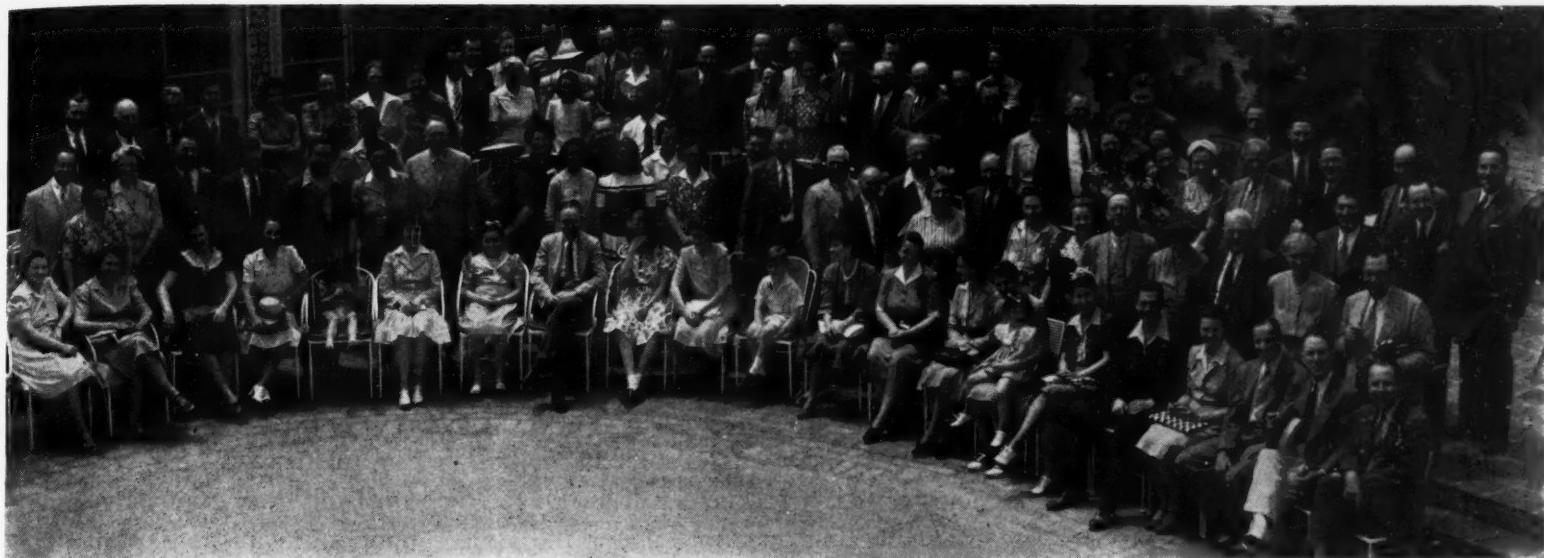
Report 48 Builders Club Members

Ohio National Life announces that 48 fieldmen have qualified for its 1942 Builders Club. Qualification is based upon the production of \$150,000 or more of new paid business. Four agency managers qualified on an agency volume as well as a personal volume basis. They are: Henry Royer, Chicago, L. A. Wood, Springfield, Mo., Guy Chiesman, Spokane, and R. O. Lieber, Denver.

Top honors for the largest number of agency members qualified were won by the Geo. Wade agency, Harrisburg, Pa., and the C. J. Klitgaard agency, San Francisco, both having five members. The J. W. Millholland agency, Columbus, took second honors by qualifying four.

Northern N. J. Supervisors Elect

NEWARK, N. J.—At the annual meeting of the Life Supervisors Association of Northern New Jersey, Herbert Marshall, Jr., was elected president; H. Leroy Gundersdorf, vice-president; Henry A. Feustel, treasurer, William Young secretary.



Over 100 attended Commonwealth Life's convention for ordinary agents at Sea Island, Ga. The convention group is shown relaxing after hearing stimulating talks by President Morton Boyd, A. Walton Litz, manager of the ordinary agency depart-

ment, and other company leaders. B. N. Woodson, Sales Research Bureau, was guest speaker. Marcel Dreyfus, Cleveland, and C. D. Haskins, Union City, Tenn., conducted sales forums.



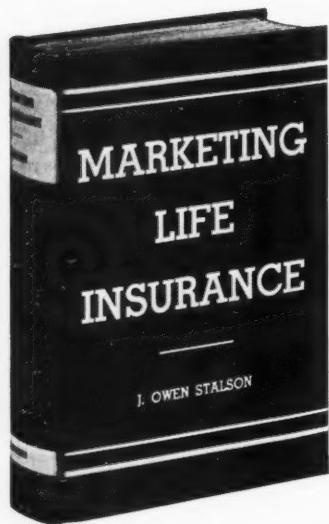
Discussing the forthcoming National Association of Life Underwriters convention to be held in Minneapolis, Aug. 24-28, are, seated, Holgar J. Johnson, president Institute of Life Insurance, and O. J. Arnold, president Northwestern National Life; standing, Ellis Sherman, Penn Mutual, president, Minneapolis Association of Life Underwriters, and Frank Kiewel, Jr., president Advertising Club of Minneapolis. Mr. Johnson was in Minneapolis to address the Ad Club on "Creating Public Good Will Under War-time Conditions."



New officers of the Ohio Association of Life Underwriters elected at the annual meeting in Dayton: Standing, left to right: Lloyd F. Martin, Massachusetts Mutual, Toledo; F. J. Blose, Equitable Society, Dayton; and J. A. Cozza, Mutual Life, N. Y., Youngstown, all vice-presidents. Sitting: C. F. Ransower, Metropolitan Life, Akron, vice-president; Judd C. Benson, Union Central, Cincinnati, president; and Paul M. Smith, New England Mutual, Columbus, secretary-treasurer. C. E. Dibble, Northwestern Mutual, Cleveland, another vice-president, is not in the picture.



A. R. Houle, general agent Massachusetts Mutual Life; Raymond J. Wiese, general agent Northwestern National Life; Rockwood S. Edwards, Aetna Life general agent, and Robert J. Curry, assistant general agent Aetna Life, at gathering of Chicago Association of Life Underwriters.



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- New Companies, Mergers, etc.
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- Marketing Research and Training
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